FEBRUARY 17, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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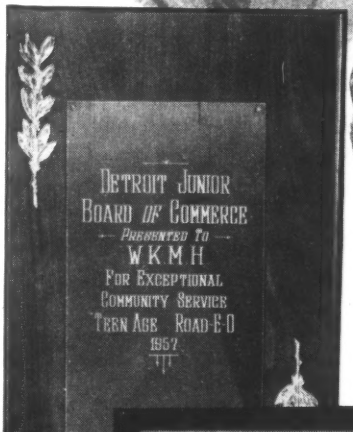
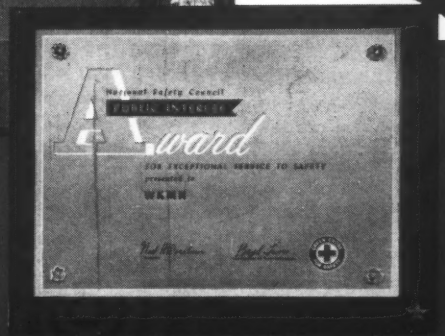
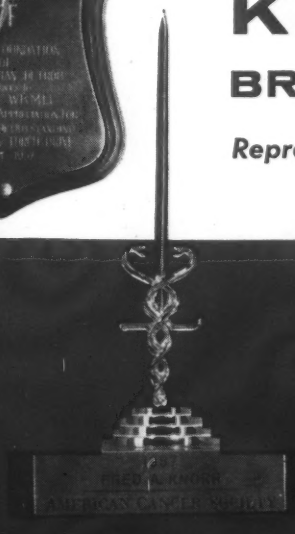






...*"When Public Service Is A Privilege"...*

In accepting the Regional Chairmanship of the American Cancer Society's 1957 Fund Raising Campaign, Fred A. Knorr, Pres. of the Knorr Broadcasting Corp., said—"In placing the facilities of our stations behind this worthy cause, we do not consider it simply a public obligation. This to me is an occasion when public service is a privilege and an honor. The Knorr Network is grateful for the opportunity to participate in such deserving activities as the Cancer Society, the Heart Fund, Junior Achievement, the National Safety Council and other public service campaigns."

KNORR

BROADCASTING CORP.

Represented by Headley-Reed

WKMF FLINT, MICHIGAN

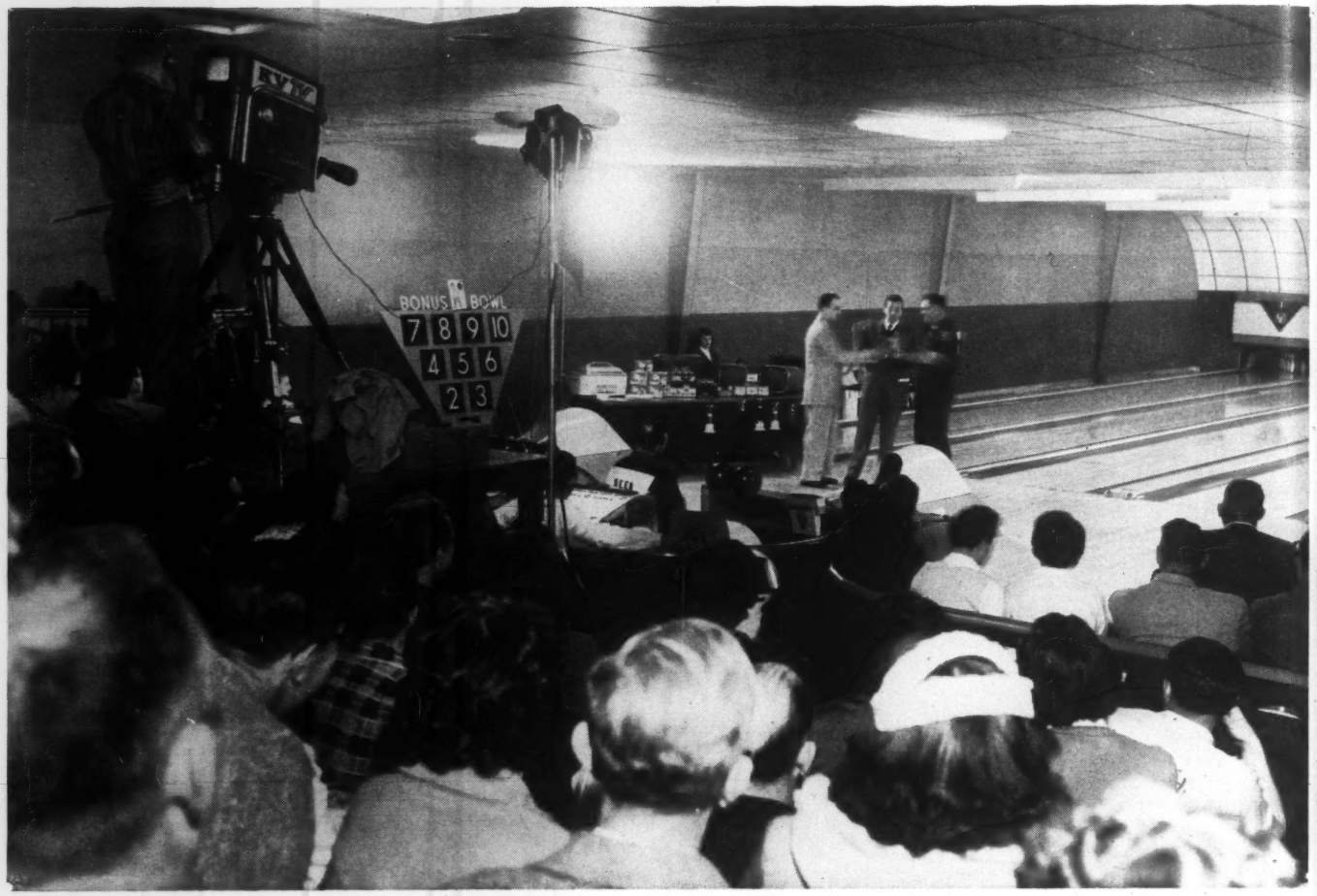
WKHM JACKSON, MICHIGAN

WSAM SAGINAW, MICHIGAN

WELL BATTLE CREEK, MICHIGAN

WKMH DEARBORN-DETROIT

John Carroll, Managing Director



8,380 Bowling Entries in 77 Days

Response? It's TREMENDOUS on KVTV, Sioux City, Ia.

Things happen when KVTV carries the ball. An example is the weekly National-Council Oak Food Stores one-hour Bowl-O-Rama. Now on the air for 11 weeks . . . 8,380 entrants to date . . . 40 bowling alleys participating in 22 counties from the length and breadth of the KVTV area . . . 15 suppliers clamoring to furnish prizes. Action all the way!

And results . . . Here's what Don O'Neil, Sales Promotion Manager of National-Council Oak Stores has to say about his show . . .

"The response from Bowl-O-Rama has been amazing. The interest in the show is at a fever pitch and it's certainly reflected in sales in each of our super markets within the KVTV area."

There's no contest in Sioux City television . . . it's KVTV way out in front. For Audience, Action and Sales, you roll a strike every time on KVTV. See your Katz man.

dominant

7 days a week
day and night

Latest Pulse gives KVTV top 19 shows, 46 of top 50 shows, top 35 local shows. 374 quarter hour wins for KVTV — 68 for Station B.

KVTV
Channel 9
CBS — ABC Sioux City, Iowa
Peoples Broadcasting Company

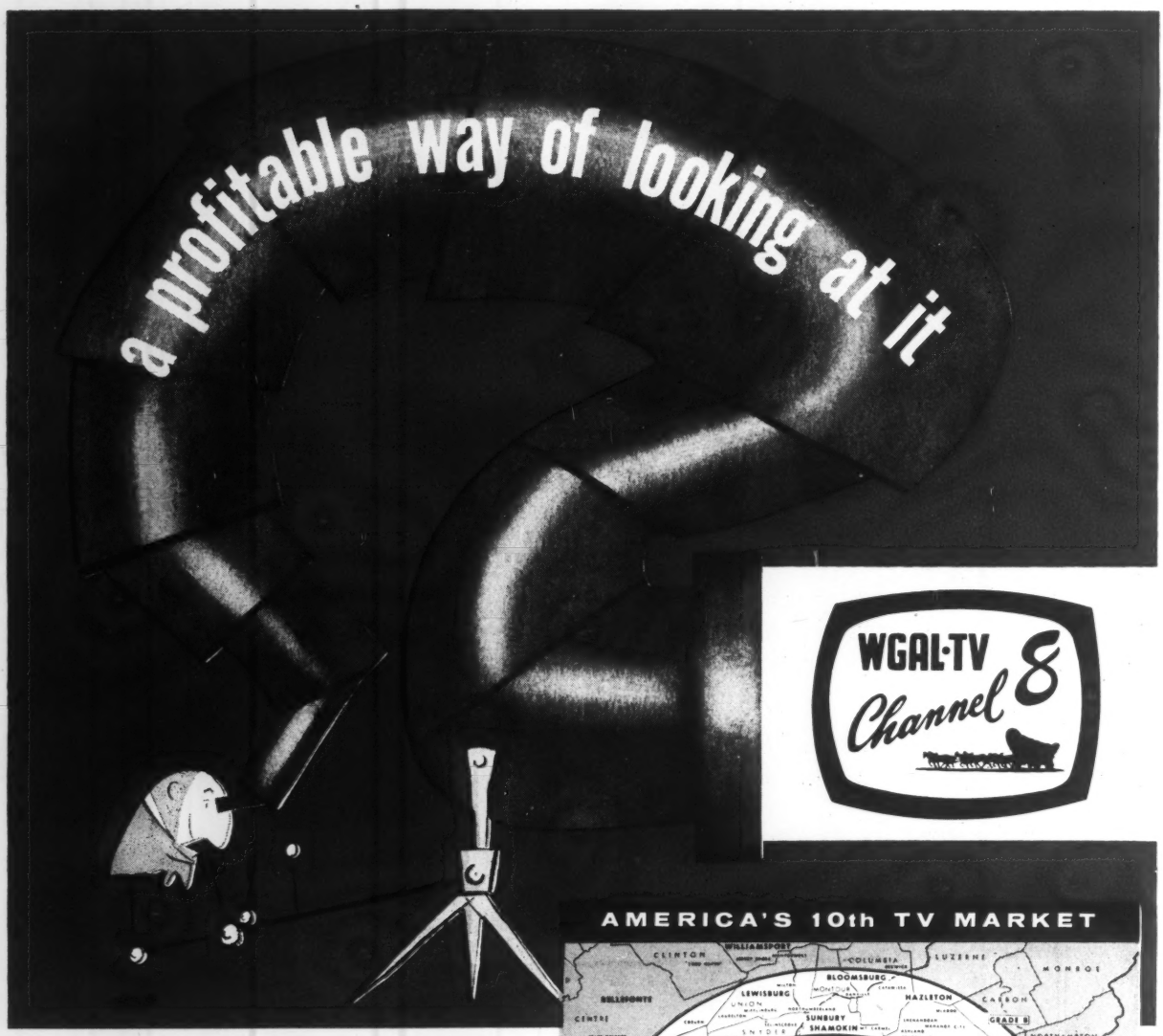
For biggest audience in the Charleston-Huntington-Ashland market . . . schedule WCHS-TV. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS•TV

Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



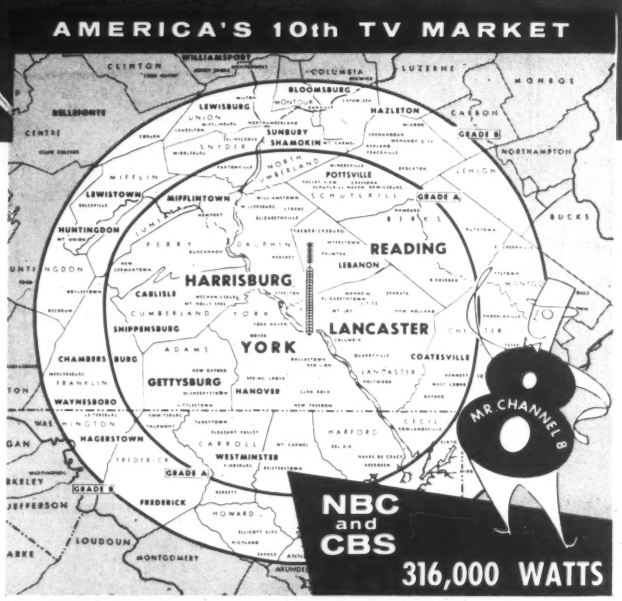
WGAL-TV Channel 8

purchase this TV market

instead of a single city

WGAL-TV is dominant in the three standard metropolitan markets in the Channel 8 primary coverage area—Lancaster, Harrisburg, York—as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. When developing marketing plans for your product, look beyond the usual single-city concept. Profit from WGAL-TV's multi-city dominance.

STEINMAN STATION · Clair McCollough, Pres.



WGAL-TV LANCASTER, PA. NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

STAY-AT-HOMES • One sure result of tumult in Congress over FCC will be abscence of most, if not all, FCC members and staff from NAB 36th annual convention in Los Angeles, April 27-May 1. For past several years, FCC members have sat as panel at conventions to answer questions on current events in regulatory field and FCC chairman always has been principal speaker. Chairman Doerfer will not attend Los Angeles session and it's unlikely that any of his colleagues will accept invitations.

•

Totally aside from question of propriety of trade association picking up hotel tabs, criticized in Oversight inquiry, long trip to California would mean considerable out-of-pocket expense, with per diem limited to $12 per day or expense accounts of $25 per day. Even before Oversight Committee hearings, commissioners last fall decided against individually attending NAB regional meetings, which likewise had become custom during past few years.

•

AFTER HE'S GONE • NBC plans for dispersal of Charles R. Denny's varied responsibilities when he moves up to RCA hierarchy (see page 77) understood to be near jelling point. Aside from P. A. (Buddy) Sugg of WTVT (TV) Tampa, who may take vice presidency for owned stations and possibly also for NBC Spot Sales, speculation late last week put probable lineup this way: Matthew J. Culligan, vp in charge of radio network, would report directly to NBC President Robert Sarnoff; California National Productions and NBC international operations to J. M. Clifford, executive vp for administration; facilities operations to Robert E. Kintner, executive vp for network programs and sales. Tom McFadden, vp for owned stations and spot sales, may take vp for spot sales or some other NBC executive post. All these areas have been in Denny domain. Meanwhile, John Rebér has quietly resigned as spot sales director.

•

MGM-TV can be expected to have Bert Lahr's signature on contract this week. Veteran comic will "emcee" cartoon series MGM-TV now preparing. Package would be tailored for 26-week half-hour episodes that could be sold nationally. MGM-TV has not yet decided on sales policy for series (that is, outright sale to network, national advertiser or other channel). With three cartoons per episode, MGM-TV, using backlog of unreleased-to-tv MGM cartoons (including Tom & Jerry series), would assemble about 78 cartoons in package.

•

CROAK IN VOICE • Withdrawal of Junior Chamber of Commerce from tripartite control of eminently successful Voice of Democracy contest (page 90) coincides with proposal of NAB and EIA (formerly RETMA) to bring state broadcasters associations into project as replacement. State associations meet in Washington this week (Tues.-Wed.) under aegis of NAB and formalization of plan will be urged.

•

Voice contest, which drew half million entries this year, was jointly projected by NAB and EIA dozen years ago. Jaycees joined second year and recently differences have developed on handling of contest, perhaps best high-level promotion ever undertaken by broadcasters and manufacturers cooperatively. Rapprochement with dissident Jaycees seemed impossible, it's understood, and latter may go its own way on contest.

•

TOLL TV • Officially, FCC has said it delayed action on House Committee "sense" resolution against pay tv tests because it wanted more time to ponder matter and because two commissioners were missing at last Wednesday's meeting. It also wanted to await expression from Senate, where Commerce Committee has under consideration Thurmond resolution urging pay tv test ban. Sen. Thurmond (D-S. C.) is revising his resolution to eliminate closed-circuit and community antenna systems and action is possible this week.

•

Anticipating Senate Commerce consideration of Thurmond resolution this week, it's understood that Zenith will loose another blast in some 60 eastern seaboard newspapers in favor of tests. Presumably space will be used in those areas where so-called "doubtful" members of Interstate Commerce Committee reside in hope that their constituents will lobby them Zenith's way. Zenith has protested to FCC against newspapers having tv stations which refused to carry advertisement in advance of House Committee's action fortnight ago.

•

COUNTERATTACK • Skiatron Electronics & Television Corp. plans to go to FCC today (Monday) with charge that major networks have indulged in FCC rules violations in fight against pay television trial. Skiatron spokesmen have called news conference this morning for James M. Landis, Skiatron special counsel, to discuss action. It's described as charging networks with "unethical acts and violation of FCC rules." Charges reported to revolve around "editorializing."

•

Broadcast Music Inc., industry-owned performing rights organization, has retained Richards Assoc., Washington public relations firm, for representation in nation's capital. Firm is headed by Robert K. Richards, former administrative vice president of NAB.

IN THIS CORNER • New York professor and deposed chief counsel of Legislative Oversight Subcommittee, Dr. Bernard Schwartz, last Wednesday threatened to carry his heated verbal battles to fisticuff stage in at least one instance. While removing personal belongings from subcommittee office, professor took exception to something staff member, assigned to supervise what was removed, said to his wife. Though Mrs. Schwartz said she had not been insulted, her husband took version of fighter's stance and said to staff member: "This calls for physical encounter." Stern challenge was not met.

•

Though nobody is talking officially, Dr. Schwartz may face charges for "willfully and unlawfully" concealing and removing documents and files from subcommittee office. Cited as basis for possible action is Title 18, Section 2071 of U. S. Code, which provides for fine of $2,000 and/or prison sentence of not more than three years, plus disqualification from holding any public office in future.

•

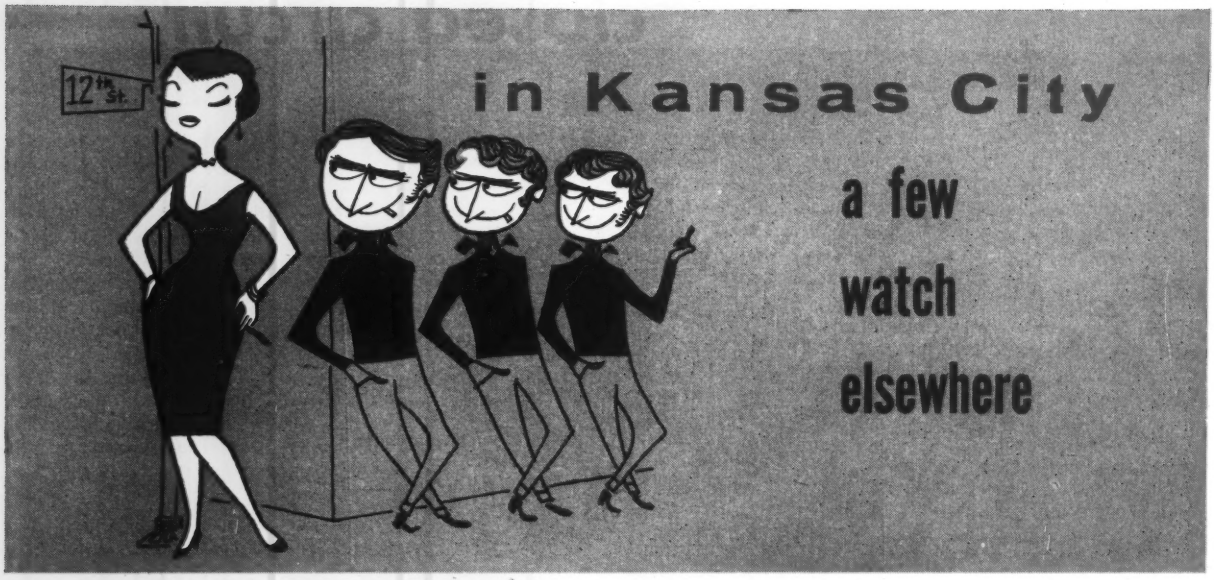
EARLY START • Bernard Schwartz' interest in FCC did not begin with his association with Oversight Committee. It's learned that one of his two assistant counsels (who quit last week) called on Washington radio-tv practitioner in 1956 and asked for information on comparative tv case in which charges of political influence had been published.

•

Dr. Schwartz is not only New York U. professor to be interested in FCC affairs. Charles Siepmann, professor of education at NYU (now on sabbatical) was early advocate of government control of broadcasting, has written extensively on FCC matters. It isn't known whether there has been Siepmann-Schwartz liaison.

•

SUN RISING • Executives of Sun Oil Co., Philadelphia, and its agency, William Esty Co., New York (appointed only last December), met Friday in Philadelphia to review plans for expanded advertising budget this year in preparation of what is called biggest campaign in Sun Oil's history. Campaign to start in March, building up in subsequent months, will involve increased use of radio and tv, and is in connection with Sun Oil's new "custom blended" gasoline system. Firm markets Sunoco. Sun Oil, which is announcing today (Mon.) appointment of William M. Schmitt, assistant general manager of its Motor Products Dept., as new general manager of advertising, is regional radio-tv advertiser and currently allocates estimated $1 million to radio-tv out of approximate total $3 million ad budget.



but
most
watch
KCMO-TV
*And again we can prove it! KCMO-TV on Channel 5 rates more quarter-firsts according to Nielsen's 8-week report Oct. 27th thru Dec. 21, 1957, and as reported by ARB's 4-week report Oct. 30 thru Nov. 26, 1957 as well as their 1-week report Nov. 6 thru Nov. 12, 1957.

KCMO-TV	Kansas City	channel 5
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

ANOTHER
M
MEREDITH STATION

Represented nationally by Katz Agency

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Scandal Hits Mack, Splatters FCC—FBI probes charges commissioner sold vote in Miami tv case. House subcommittee reorganizes. Harris takes over as Schwartz is ousted and Moulder resigns. Page **27.**

McCann-Erickson Gets Buick—Chrysler account resigned by agency which lifts its total billings by $7 million. Page **40.**

Babbitt Loves B&B—What's behind sudden switch of B. T. Babbitt to newly-formed Brown & Butcher? Agency officials reveal Bab-O will drop all print in favor of radio-tv and what role B&B will play as Babbitt's "advertising department." Page **42.**

Medics Hit & Run (Over) by Pontiac—Detroit automaker in new tv film commercial to be seen Wednesday spoofs medical tv ads in two-minute funfest starring Eddie Bracken as both "doctor" and "patient." Page **46.**

D'Alesandro Abandons Ad Taxation—Baltimore mayor supports state legislation to outlaw all ad taxation; plans city ordinances to repeal existing local levies. Fly in ointment: both state and city prohibitions would not be effective until next year. Observers point out that legality of issue still unresolved. Page **50.**

NBC Takes to Stump—Mounts new attack on charges of high tv costs. Spokesman is NBC-TV Vice President Durgin who tells New York agency audience that tv's economy is being questioned because of business profit squeeze. His answer: tv is the most economical, effective and efficient of all media. Page **59.**

Decentralization at OB&M—Ogilvy, Benson & Mather, New York, eliminates timebuying posts, instead calls for "all media" buyers to better serve clients, cut costly duplication of services and "conference time." Page **64.**

Paramount Calls for Brake—President Balaban urges Hollywood studios to withhold post-1948 features from tv, explains why firm sold its pre-1948 pictures for $50 million. Page **72.**

Is UA Applying That Brake?—United Artists Tv reportedly delays release of its anticipated third package of recent-vintage pictures. Question: Is UA-TV reaching point of diminishing returns where it risks theatre box office loss and TOA wrath should it spring too recent films? Page **72.**

Denny Moves to New RCA Post—Job of RCA vice president for product planning goes to 10-year NBC veteran. Sugg may get part of his NBC responsibilities. Page **77.**

FCC Silent on Toll Tv—House Commerce Committee's Feb. 6 request for delay of tests to be considered further this Wednesday. Absence of two commissioners from meeting last week and desire for more complete time to deliberate prompts bypassing issue. Teleglobe's Sagall suggests pay tv tests be restricted to uhf. Page **78.**

Lestoil Ads Deceptive?—That's what FTC charges, saying cleaning product of big spot tv customer is dangerously flammable. Page **82.**

McGannon Assails Barrow Report—Network Study Report that is slated for hearing next month draws criticism of Westinghouse Broadcasting president in San Francisco talk. Page **86.**

Talks With Unions Hit Snags—IBEW-CBS issue still unsettled. Screen Actors Guild modifies demands on tv film commercials. Writers Guild of America readies for negotiations with networks. Page **96.**

NCAA's Tv Plan Under Fire—Proposal for 1958 college football draws Big 10 charge of discrimination against conference and Notre Dame. Page **96.**

Canadian Radio-Tv Finances Revealed—Privately-owned radio and tv outlets show overall 1956 profits as does CBC am operations. CBC-TV $1.7 million in red. Dominion figures are first such ever released. Page **118.**

MR. COLE

How Music Fits Into Tv—In presenting "good music" on television, avoid tricky shots and frills. Think of video as only supporting music. John K. Cole, radio-tv director of Buchen Co., gives this advice in MONDAY MEMO and speaks from experience with Chicago Symphony's long series of telecasts. Page **123.**

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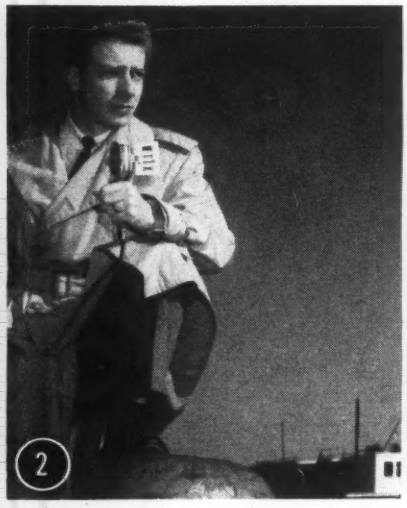
AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS AUDITED CIRCULATION ABP



Sight-worthy, sound-worthy in New Orleans

where WTIX's audience share is now 32.6%

1. AMERICA'S OLDEST CATHEDRAL . . . and KEN KARLTON

This big converted Texan, a veteran of nearly seven years in radio, gave up a promising musical career—he plays piano, saxophone, clarinet, drums, flute and bassoon. Known as the "Dapper Don Juan Disc Deployer." Ken is one of the big WTIX xoices in the big, booming New Orleans area.

2. ESPLANADE AVENUE WHARF . . . and JOHNNY BARRETT

WTIX's Program Director has been a key figure in the Storz organization for over four years. Johnny is an advocate of heavy on-the-air promotions and a tight music policy. Proof of how well the system works: WTIX's continuing top ratings in the nation's #2 port city.

3. FABLED PIRATE'S ALLEY . . . and LARRY WILSON

"Mr. New Orleans Radio" is a 17-year veteran of Crescent City broadcasting. Larry plays a prominent part in the revelry of New Orleans' Mardi Gras, narrating many of the spectacular balls which highlight the season. A talented amateur painter, he is often found observing the work of other artists in Pirate's Alley.

4. OLD FRENCH QUARTER . . . and DICKIE BRAUN

This sly young wit brightens up the WTIX airways with the help of "Marvin," his other voice. Dickie plays music that fascinates both the old and new elements in the South's rapidly expanding metropolis. Dickie has gathered one of New Orleans' largest, most faithful audiences.

5. ORNATE COURTYARD . . . and PAPPY KENNEDY

Pappy's 265 pounds and 6'4" frame established him as the "big" man on the WTIX staff. Pappy was raised backstage, literally, and has spent almost his entire life in show business. He was a featured player in such movies as *Panic in the Streets* and *The Steel Trap*. Pappy has been the king of night-time radio ever since the Storz organization moved into New Orleans over four years ago.

5 good reasons why WTIX is leaping to new audience peaks. Oh, yes. They're *buy*-worthy, too. See Adam Young or WTIX General Manager Fred Berthelson.

WTIX

first and getting firster in 11-station

New Orleans

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Mack, Four Miamians to Testify This Week on Ch. 10 Allegations

FCC Comr. Richard A. Mack's chance to answer charges he "sold' his vote for ch. 10 Miami to National Airlines will come Wednesday or Thursday after four witnesses from Miami have testified in case. Hearings, to run all next week, are scheduled in Room 1334 of New House Office Bldg.

Rep. Oren Harris (D-Ark.), new chairman of House Legislative Oversight Subcommittee, Friday told newsmen Judge Robert Anderson, Paul Scott, Thurman Whiteside and Perrine Parma have been "asked" to testify, in that order, beginning Tuesday. All four men figured prominently in last Thursday's testimony by Dr. Bernard Schwartz on Mack role in ch. 10 case (early story, page 27). Dr. Schwartz charged Mr. Whiteside had paid Comr. Mack $2,650 since he joined FCC. Messrs. Anderson and Scott were identified as members of law firm representing National and Mr. Parma was mentioned in affidavit, filed by losing applicant A. Frank Katzentine, charging Comr. Mack with committing his vote.

Comr. Mack Friday asked Rep. Harris that "I be allowed an early opportunity to appear before your committee and answer the unsubstantiated charges, accusations, innuendoes and distortions so recklessly made by Bernard Schwartz." In answer to a newsman's question, Comr. Mack said he had no intention of resigning.

Dr. Schwartz will return to witness stand today (Monday) and Rep. Harris said he will be asked to explain charges against other commissioners contained in Jan. 4 memorandum. He also will be asked about certain documents of subcommittee still missing, White House pressure and any other information in his possession.

Subcommittee has not yet decided on new chief counsel, Rep. Harris said. Stephen Angland, staff attorney asigned to FCC investigation, has been placed in charge of staff until new head man can be hired.

In denying charges subcommittee has spent major portion of its appropriation, chairman said only $79,000 has been spent of original $250,000 appropriation.

In related move, Rep. Melvin Laird (R-Wis.), Friday said House investigation of FCC will give Sen. John Sparkman (D-Ala.) good chance "to settle questions about his own mysterious connections with broadcasting." Quoting Sen. Sparkman as referring to "misdeeds" in FCC, Rep. Laird charged the 1952 Democratic candidate for Vice President left out of his financial statement $6,501 in dividends paid his wife by WAVU Albertville, Ala. Mrs. Sparkman owns 49% of station.

Sen. Sparkman said there was nothing "mysterious" about his or his wife's connection with WAVU. Senator denied he had any connection with FCC grant of station and said he did not declare dividends in 1952 financial accounting because he did not think it necessary.

Thurmond Anti-Toll Resolution Excludes Non-Broadcast Systems

Pay tv via wire and community antenna systems will be specifically excluded from resolution by Sen. Strom Thurmond (D-S. C.) and six other Senators who want sense of Senate expressed to FCC as opposing subscription television. Language of resolution also will be altered to restrict applicability to on-the-air toll methods, it was said Friday.

Resolution, which would tell FCC it hasn't authority to permit toll tv, is slated for consideration this Wednesday by Senate Interstate & Foreign Commerce Committee under Sen. Warren D. Magnuson (D-Wash.) (early story, page 76). FCC already has resolution from House Commerce Committee requesting pay tv delay until Congress delves further into issue.

Color Magnetic Tape Use Starts Wednesday on NBC-TV for Kraft

NBC-TV inaugurating video magnetic tape transmission of color programs Wednesday when *Kraft Television Theatre* production of "Material Witness" will be recorded on tape in Hollywood for west coast broadcast three hours later than live broadcast from New York. Recording to be done on two converted prototype videotape recorders adapted for color.

NBC, currently installing six such recorders at Burbank City, Calif., at cost of $1.5 million, expects to have 12 machines in operation there by beginning of daylight standard time April 27, with 13th unit available as spare. NBC-TV first used videotape to record black-and-white programs in February 1957.

Admiral Denies Zenith Charge

Admiral Corp. Friday denied patent infringements alleged by Zenith Radio Corp. in district court suit filed earlier in week (story page 92) and will seek dismissal of action "shortly." Admiral statement said it was "compliment to our competitive advance in television that Zenith would seek to stop this program through a baseless court action lacking in validity."

WEZE Becomes NBC in Boston

NBC Radio announced Friday that its Boston affiliation will switch March 1 from WNAC to WEZE (formerly WVDA), which relinquishes ABN at that time. NBC contract was negotiated with J. P. Williams, executive vice president of Air Trails Broadcasting and general manager, WING Dayton, Ohio. Air Trails now operates WEZE. Mr. Williams is chairman of ABN affiliates Committee, representing midwestern district where WING is ABN outlet. ABN currently is negotiating for new Boston affiliation. WNAC, owned by RKO Teleradio, has been airing both NBC and MBS.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

NEW TO NATIONAL TV • National Assn. of Insurance Agents N. Y. in first use of national tv advertising, investing $220,000 on NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.), buying total of 40 one-minute announcements concentrated in spring and fall months, starting March 31 and ending Nov. 25. Commercial slant will be institutional, spotlighting personal services of TvB services of insurance agents. TvB made presentations to sponsor. Agency: Doremus & Co., N. Y.

LEO BUYING SPOTS • MGM, for movie "Brothers Karamazov," plans saturation radio spot drives for one week in advance of local showings starting this week in New York, next in Los Angeles, then other markets. MGM will lean heavily on informal talk approach of disc jockeys. Agency: Donahue & Coe, N. Y.

CLOTHING DRIVE • Bond Stores Inc., N. Y., through Keyes, Madden & Jones, N. Y., launching annual spring radio push March 3 in approximately 45 markets throughout U. S. (with exception of California—serviced by Compton Adv., L. A.).

MORE THAN THE CARD • Lever Bros. (Dove soap), N. Y., buying heavily in spot tv. Schedules running as high as 30 to 60 spots per week in some markets exceed maximum packages carried on some rate cards, making it necessary for such stations to devise new rates for these higher frequencies. Ogilvy, Benson & Mather, N. Y., is agency.

Kings Buy Two Florida Ams

Sale of WDAT Daytona Beach and WPEG Jacksonville, both Fla., by Thomas A. Carr to Harold E. King and wife for total of $160,000 announced Friday. Mr. and Mrs. King own KGHI Little Rock, Ark., and WTHR Panama City, Fla. WDAT is 1 kw daytimer on 1590 kc; WPEG is 250 w daytimer on 1220 kc. Transaction, subject to usual FCC approval, was handled by Blackburn & Co.

at deadline

42 State Association Presidents To Meet in Washington This Week

Forty-two state broadcast presidents convene in Washington Tuesday for third annual conference of state associations. After Tuesday morning open house at NAB headquarters, delegates will attend opening luncheon at Shoreham Hotel. NAB President Harold E. Fellows will be keynote speaker at luncheon, with Theodore S. Repplier, president of The Advertising Council discussing broadcast service to public service projects.

Panel sessions on 1958 broadcast problems will be led by John F. Meagher, NAB radio vice president, and Thad H. Brown, tv vice president. Reception and buffet supper winds up the Tuesday program. Howard H. Bell, assistant to Mr. Fellows and presiding officer at the conference, will direct a review of state problems by several state association presidents. FCC Chairman John C. Doerfer is to speak briefly at Wednesday luncheon. Eric Sevareid, CBS commentator, will be main luncheon speaker. Dr. Gabriel Hauge economic assistant to President Eisenhower, will be main speaker Wednesday afternoon. Final event will be roundtable discussion of industry problems.

Albright, Bryant Get Promotions To New RCA Victor Tv Posts

Appointment of Warren E. Albright as manager, production, and George K. Bryant as manager, marketing, announced Friday by James M. Toney, vice president and general manager, RCA Victor Television Div., Camden. Mr. Albright was formerly general plant manager in charge of division's manufacturing department. In new post he will also be responsible for purchasing and quality control activities. Mr. Bryant, formerly operations manager for division, will be responsible for sales, merchandise, advertising and sales promotion, product development, market research, black-and-white television coordination and color television coordination activities.

Precon System Shown D. C. Groups

Precon system of subliminal projection was shown to military Friday in Washington. Demonstration was to Human Resources Organization, military study group at George Washington U. Earlier in week, Precon principals discussed and demonstrated sub-visual technique to FCC group including Edward Brown, Broadcast Bureau Renewal chief; Edward A. Allen Jr., FCC chief engineer; Charles Escola, attorney, and Ralph Renton and Arnold Skrivseth, engineers. Precon principals attending both meetings included A. Brown Moore, president; Hal C. Becker and Robert E. Corrigan, developers of method, and Jack Sinclair, sales manager. Precon system first shown in New Orleans at marketing meeting last December, and secondly to Los Angeles advertising group last month [PROGRAM SERVICES, Jan. 20].

Fine Offers Tv Rating Service Based on Million Attempted-Calls

New television rating service to be based on one million attempted coincidental phone calls in 127 cities during first two weeks of each month (7,000 dialings, 4,800 completed conversations estimated per hour, 8 a.m.-11 p.m. daily) is being offered agencies, advertisers and broadcasters by newly-formed Telerate Inc., 55 West 42nd St., New York, subsidiary of family-owned 22-year-old George Fine Surveys Inc.

Latter has operating survey network going in 2,000 U. S. cities plus foreign representation to handle all types of surveys for current clients such as AT&T and seven Bell system companies, MGM, Columbia Pictures, International Latex, Buchanan & Co. and Honig-Cooper Co. System could begin in April depending on client acceptance, George Fine said Friday. Monthly operating cost will be $100,000-$150,000, he said. Mr. Fine in 1930 worked as field man for Crossley Inc. on Cooperative Analysis of Broadcasting.

He said overnight ratings, including tv homes, will be possible coast-to-coast since local supervisors will report to regional supervisors who then phone New York. Final IBM tabulation would be supplied later. Mr. Fine said he has proved feasibility of system through current surveys in other fields involving "1,000 cities at a clip." Telerate phone is Bryant 9-2676.

WB Turns to Phonograph Records

Formation of wholly-owned subsidiary for world-wide development and distribution of electronic equipment being announced today (Mon.) by Warner Bros. Pictures Inc., New York and Burbank. Appointed head of new WB subsidiary—which also will follow example of 20th Century-Fox, United Artists, AB-PT, by entering phonograph record business—is James B. Conkling, former CBS vice president and president of Columbia Records. Other WB diversified interests include WB-Tv Commercial & Industrial Films Inc., which handles production and distribution of ABC-TV series *Maverick, Cheyenne, Colt .45* and *Sugarfoot.*

Opens New Branch in N. Y.

Compo-Kinescope, New York, producer of telops and other television commercial equipment, announced last week the opening of a branch office at 667 Madison Ave., to service advertising agencies with kinescope service complete with closed-circuit facilities. Service will provide electronic air-checks and video recordings. Time segments of 10 seconds to one hour are offered with negative or direct-positive recording on custom-engineered equipment which utilized 16mm sound-on-film. Herbert Waldo, graphic artist and commercial producer, will manage the new office.

PEOPLE

JOHN L. BRICKER, vice president of Whirlpool Corp. resigns to join Kenyon & Eckhardt. (Whirlpool consumer agency) as vice president of west coast operations. He joined Whirlpool as marketing director in March 1956.

HIRAM S. BROWN JR., executive on Campbell Soup Co. account, and **ROBERT C. LAMB,** account supervisor for Minnesota Mining & Mfg. Co., have been named vice presidents of BBDO, N.Y. Mr. Brown has been with agency since 1951, Mr. Lamb since 1946.

JOHN G. COLE, with Sullivan, Stauffer, Colwell & Bayles, N.Y., since 1953, named director of west coast television commercial production for agency. **JEAN THOSTENBERG** will be Mr. Cole's production assistant.

DAVID SAVAGE, former NBC and CBS executive, most recently station relations director, Guild Films, to executive vice president, Telestar Films, N.Y.

ROBERT F. NIETMAN, commercial manager, WFNC Fayetteville, N.C., and **PATRICK E. RHEAUME,** commercial manager, WCHN Norwich, N.Y., to Radio Advertising Bureau, N.Y., as regional managers.

ROBERT BETTS, tv copywriter at Kudner Adv., N. Y., named manager of agency's tv-radio commercial dept., replacing **ROBERT HAIG,** assigned to general creative planning and copy for Kudner. **EDGAR KAHN** continues as head of production for tv-radio commercial dept.

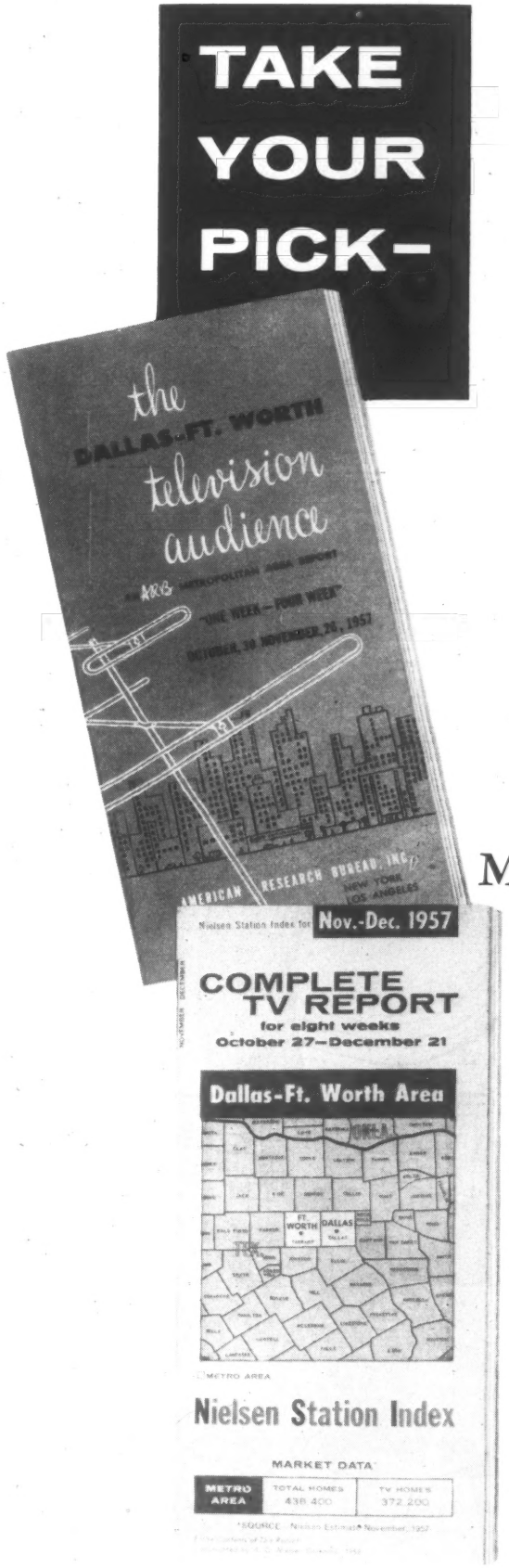
R. PETER STRAUS, former director of Washington branch International Labor Office, to WMCA N. Y. as program director, succeeding **LEON GOLDSTEIN,** vice president. Mr. Goldstein becomes education and public service director, succeeding **MRS. HELEN STAUS,** who resigns March 1 to devote more time to Metropolitan Educational Television Assn., N. Y.

HENRY SLAMIN, account executive, Donahue & Coe., N. Y., to Kenyon & Eckhardt, N. Y., in similar capacity.

JOHN S. LOGAN, salesman, WWJ Detroit, to CBS Radio Spot Sales, same city, effective today (Mon.).

QUENTIN L. FOX, formerly with Hazard Adv. and Dancer-Fitzgerald-Sample, N. Y., to Ted Bates & Co., N. Y., as account executive.

MICHAEL GRAY, formerly with editorial staff of Tv Key, syndicated newspaper service, appointed consumer press editor, Screen Gems Inc., N. Y.



both of these
fine rating services
now substantiate it...

WFAA-TV
DALLAS

blanketing the greater Dallas-Fort Worth Market

is *definitely* the

NEW LEADER!

Monday through Friday when all 4 stations are on the air:

WFAA-TV delivers *more total quarter hour leads* than any other station!

WFAA-TV is *undisputed leader* by a big margin from 3 P.M. until 10 P.M.!

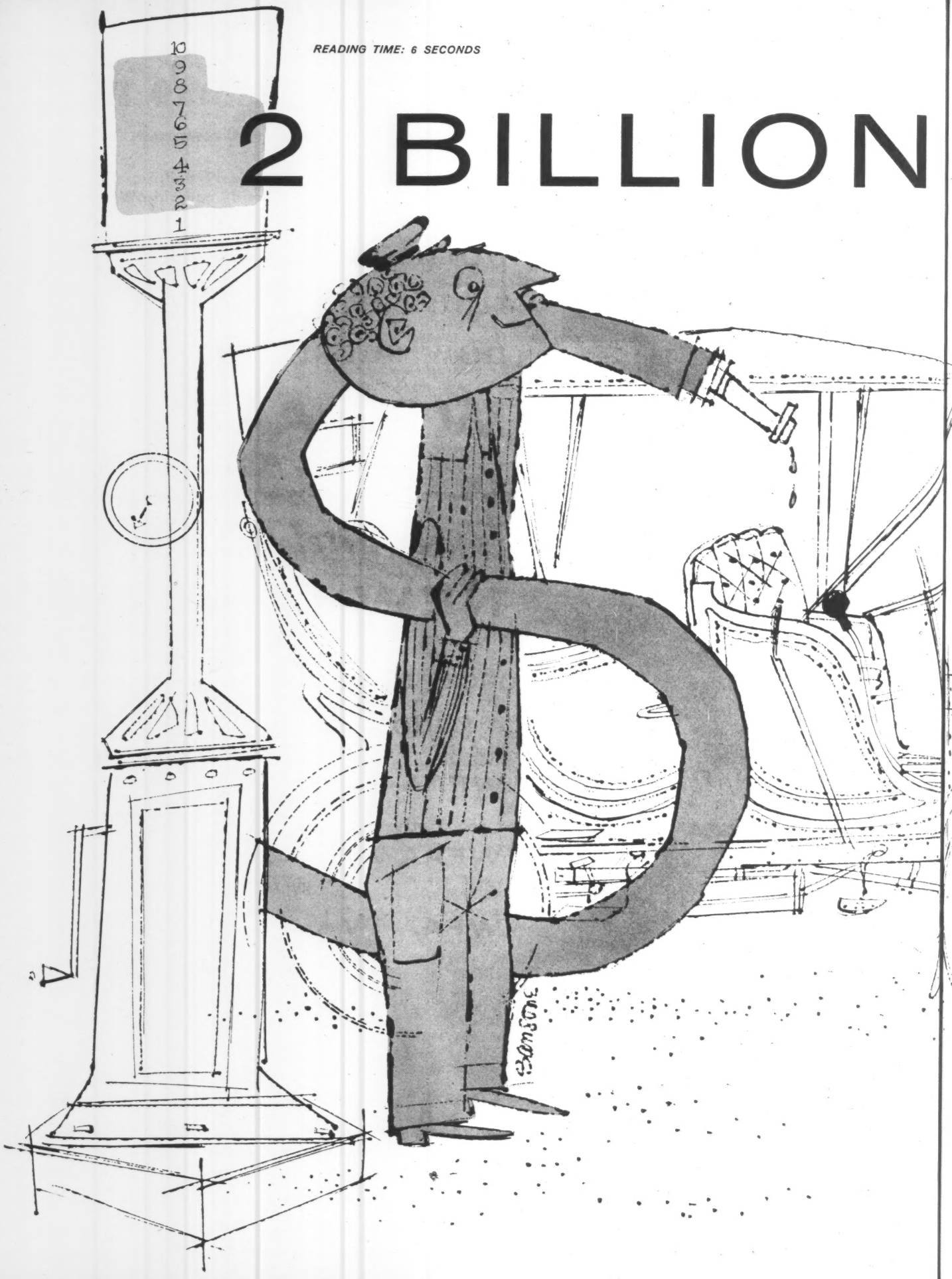
WFAA-TV is *viewed by more* people from noon until sign-off than any other station.

Call your Petryman for the complete story!

WFAA-TV DALLAS abc *Channel* **8**

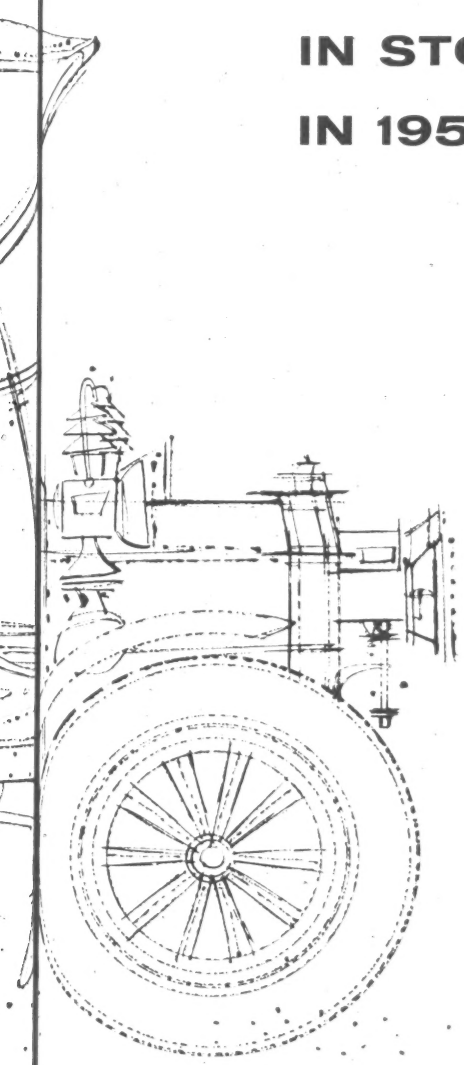
READING TIME: 6 SECONDS

2 BILLION



DOLLARS

SPENT
IN SERVICE STATIONS
IN STORER MARKETS
IN 1956*



2 billion in sales of gasoline, oil, etc. . . . a considerable portion of which was refined and or purveyed by Storer radio and television station advertisers.

*1957 Sales Management "Survey of Buying Power"

STORER BROADCASTING COMPANY

30 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 1957

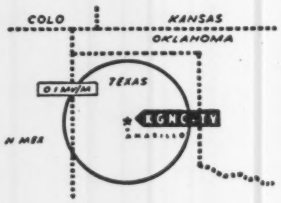
WSPD-TV Toledo, Ohio	**WJW-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga.	**WVUE-TV** Wilmington — Philadelphia	
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Mich.	**WAGA** Atlanta, Ga.	**WIBG** Philadelphia, Pa.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

use
CHANNEL 4-SIGHT

No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

HALLMARK HALL OF FAME

Everybody was sitting around, see, tossing out ideas for a show, and somebody said, "I've got it . . . let's do Hans Brinker . . . fairy tales are the hottest thing this year . . . and that's a natural . . . we can freeze over the whole damn studio and do the whole thing on ice. It'll be terrific."

Everybody else must have agreed, because the product of this imagined conversation turned up Feb. 9 on the Hallmark *Hall of Fame*.

The idea man was partially right; the show was terrific as long as it was on ice.

This is not to suggest that the whole idea should have stayed that way. It was just when all the people involved started to act that the "frozen" feeling seemed to spread. The cast couldn't seem to shake off the heavy simplicity of writer Sally Benson's script.

There were some pluses in the 90-minute production. The skating was spectacular: teen-age idol Tab Hunter acquitted himself admirably on the ice, and pros Dick Button and Ellie Sommers did some exciting fancy work within the framework of the story. On the other hand, songstress Peggy King seemed to breathe an audible sigh of relief as she came off the ice for the last time. Miss King's technique on ice seemed largely to be of the "grit your teeth and it'll all be over soon" school. And her vocal efforts reflected her apparent uneasiness on the ice, although Hugh Martin provided her (and others) with some pleasant musical numbers.

The production must have been pleasant viewing in color. But even color couldn't have overcome the stolid, somewhat chilly impression generated by the whole production.

Production costs: $150,000.

Sponsored by Hallmark Cards Inc., through Foote, Cone & Belding, on NBC-TV in color and black-and-white Sun. Feb. 9.

Produced by Milberg Productions in association with Showcase Productions Inc.; producers: Mildred Freed Alberg and Paul Feigay; director: Sidney Lumet; assoc. producer: Robert Hartung; music and lyrics: Hugh Martin; choreography: John Butler; settings: Jan Scott; costumes: Noel Taylor; technical consultant: Dick Button; technical director: Bob Hanna.

Cast: Tab Hunter, Peggy King, Basil Rathbone, Jarmila Novotna, Carmen Mathews, Dick Button, Ellie Sommers and others.

BELL SYSTEM SCIENCE SERIES

The *Bell System Science Series*, in its worthy attempt to glamorize science, has loaded on too much sugar-coating. It was all right when Dr. Frank Baxter was co-starred with the animated "Our Mr. Sun," and when "The Strange Case of the Missing Cosmic Rays" became a private-eye epic. But the last show, "The Unchained Goddess," by turning weather—fascinating on its own merits—into a slinky, cartooned goddess, who falls in love with the redoubtable Dr. Baxter, finally did it. It would be just as well if television chefs would serve up science straight.

The children who see the films in school after their tv showing (stripped of commercials—one of their better elements) surely won't be patronized in such a heavy-handed way. Neither will the 9-10 p.m. television audience.

Production costs: Approximately $125,000.

Sponsored by the Bell System, through N. W. Ayer & Son, on NBC-TV in color and black-and-white, Wed., Feb. 12, 9-10 p.m.

Producer: Frank Capra; director: Richard Carlson; assoc. producer: Joseph Sistrom; writers: Jonathan Latimer, Frank Capra; production photography: Harold Wellman; film editor: Frank P. Keller; research: Nancy Pitt; animation: Shamus Culhane Productions; cooperating groups: U. S. Weather Bureau, Dept. of Defense, U. of California at Los Angeles, U. of Witwatersrand, South Africa.

STUDIO ONE

Westinghouse's *Studio One* may have moved to Hollywood last month, but in its Feb. 10 production, it didn't "go Hollywood" in any slick, superficial sense. The series happily retains characteristics of an art form it helped pioneer, the hour teleplay derivative more of legitimate theatre than celluloid drama.

Typical of *Studio One's* provocative plays was last week's "Presence of the Enemy" in which author Tad Mosel dealt with a classic theme in an Americana setting. The conflict of artist vs. "responsible" society was sympathetically presented in the story of a young girl who refuses to be sidetracked in her pursuit of an opera career. Anne Francis as the ambitious girl, James Gregory as the widower in whose home she lives, E. G. Marshall as the widower's wastrel brother, all turned in sensitive portrayals.

Elaborate and effective use was made of a nostalgic setting—the house on anybody's block—with cameras moving easily in and out of doors, upstairs, on the roof, framing a face in a window, catching fireworks in the distance.

Following the series' move to Hollywood there was a disturbing rumor that there had been an order for all *Studio One* plays to end happily. Whether or not there was such a dictum, last week's ending—the girl's stormy departure from home—could only be described as mildly upbeat. One certainty in the midst of big moves and ensuing rumors is that *Studio One* can still be a good bet for a happy end to a Monday evening.

Production costs: Approximately $45,000.

Sponsored by Westinghouse Electric Corp., through McCann-Erickson, on Mon. Feb. 10, 10-11 p.m. live from Hollywood.

Producer: Gordon Duff; director: Jack Smight; writer: Tad Mosel; asst. producer: Joseph Scully; assoc. director: Jack Orbison; technical director: Bob Colvin.

Cast: Anne Francis, E. G. Marshall, James Gregory, Bethel Leslie, Tom Rettig.

"WASHINGTON IN A WORD," Number 1 by William Steig

Success

...the sweet smell of which intoxicates us at an early age. For many it remains a mere vision. But for perceptive advertisers it becomes a reality on Washington's most-listened-to radio station: **WTOP RADIO**

Pulse, November 1957

AN AFFILIATE OF THE CBS RADIO NETWORK / OPERATED BY THE WASHINGTON POST BROADCAST DIVISION / REPRESENTED BY CBS RADIO SPOT SALES

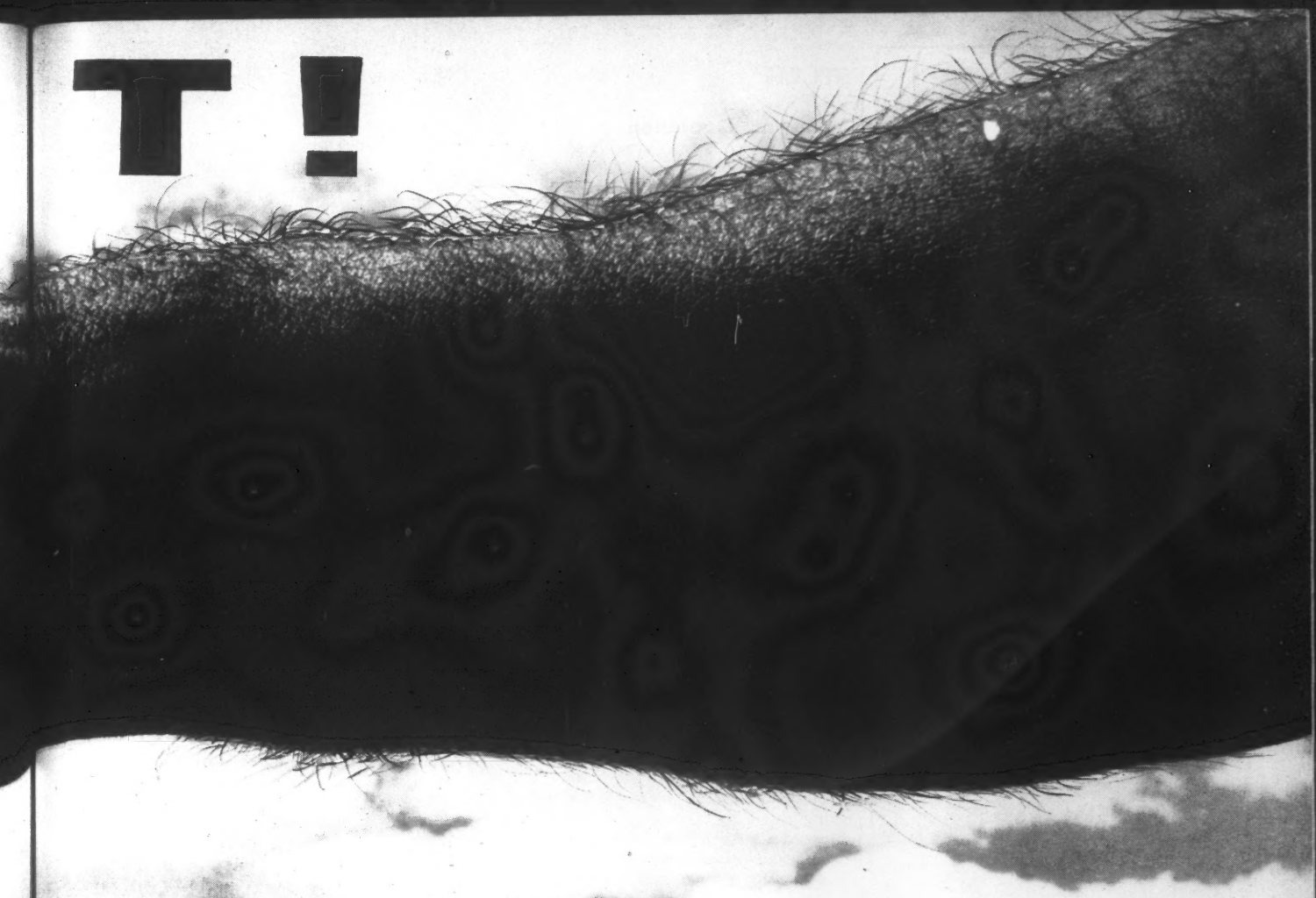
IMPAC

62.5%

BIGGEST SHARE IN MARKETS OF 3

FIRST *in the nation in share of audience*
FIRST *in 407 of 469 rated quarter-hours*
FIRST *with 15 of the top 15 shows*
FIRST *with 5 of the top 5 syndicated shows*

The December Pulse confirms the ARB dominance story for KROD-TV. Pulse gives KROD-TV 404 of 453 rated quarter-hours . . . 25 of the top 25 shows . . . and 10 of the top 10 syndicated shows.



OF AUDIENCE IN AMERICA OR MORE STATIONS*

From sign-on 'til sign-off, KROD-TV makes its ***impact*** on the Southwest by garnering ***62.5% share of audience in a competitive, 3-station, 3-network, all-VHF market.*** And this is done without contests, without give-aways, without gimmicks.

KROD-TV's viewer-loyalty is built on good, solid, day-and-night programming, the only razor-sharp, regional signal and the area's most consistent, year-round promotion. ***The buy in El Paso is KROD-TV!*** See your Branham man for full details.

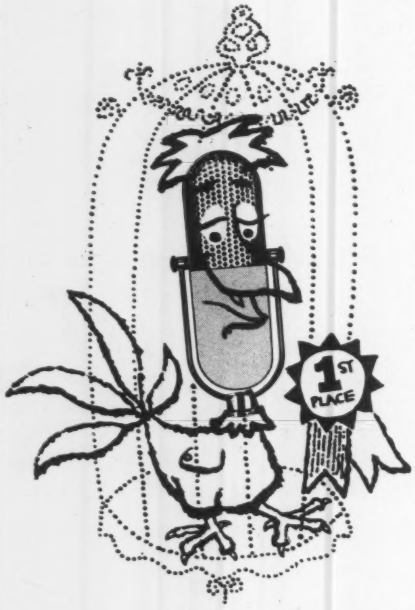
*ARB, December 1957

KROD-TV

CBS Television Network • Channel 4 • El Paso, Texas

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.



Tidewater's Top Tune-Loon!

WGH RADIO . . . Singing your client's praises to the combined audiences of Norfolk, Newport News, Hampton, Portsmouth and Virginia Beach . . . 24 hours of exciting color sound.

Sing out for your John Blair bird

WGH RADIO

Tidewater's BIG Station ... 5000 watts
Channel 131 . . . Norfolk, Virginia

OPEN MIKE

Policy on Quotation

EDITOR:

Frequently in reading your publication we run across an article that we wish to quote to prospective advertisers, or statistics we wish to use in letters, local articles, etc.

If possible, I would like to obtain your approval in using excerpts from your publication on the condition that we always include a credit line.

W. A. Jones
Promotion Director
WSIX-TV Nashville

[EDITOR'S NOTE: We are glad to grant permission to quote from BROADCASTING, provided the material is not used out of context and that full credit is given to this magazine.]

On Media Interchange

EDITOR:

I have read your editorial, "Another Soviet Blind Alley" [EDITORIALS, Feb. 3], with interest and pleasure.

You were most gracious and commendatory to me and even though I may not deserve it, your thoughtfulness is greatly appreciated.

I believe an important key to world peace is better understanding among its people, and one of the best ways to bring that about is widespread interchange of all media of information. We are proud of the role that American motion pictures have played in bringing an understanding of what our kind of government means in the way of economic and social betterment and individual freedom for people who live under it.

Eric Johnston
President
Motion Picture Assn. of America
Washington

Positive Follow-Up

EDITOR:

We at Pharma-Craft are strutting more than somewhat after reading the fine article Dave Berlyn did on us [ADVERTISERS & AGENCIES, Feb. 3]. I know he battled a deadline on the piece but it has the carefully measured look of something that was a long time in the development.

Perhaps I can best underscore our feeling by saying that we're hopeful of arranging for reprints of the article—several thousand if possible—to send to Pharma-Craft's many good friends in the trade. . . .

Mauri Edwards
Director of Public Information
Pharma-Craft Corp.
Cranbury, New Jersey

[EDITOR'S NOTE: Reprints have been arranged.]

Opportunity Knocks

EDITOR:

So Mr. Kuyper, manager of the Chicago Symphony, is pleading for pay tv "since this appears to be the only opportunity to program our great symphony orchestras" [LEAD STORY, Jan. 20]. We suspect Mr. Kuyper is either inadvertently or intentionally overlooking a fact or two.

Many, if not all, of the fm stations which collectively reach "vast numbers of people who long for good music" (and are getting it) would be only too happy to broadcast the Chicago Symphony, either live or by means of tape recordings.

The Western Fm Network is composed of leading music stations from Seattle to San Diego. On behalf of this group we are writing to Mr. Kuyper, offering our facilities, without charge, for as many taped concerts as he may wish to supply. Currently, we are making good use of practically all the available LP recordings by the Chicago Symphony. So Mr. Kuyper need not deplore the lack of opportunity.

Furthermore, tv, pay or free, hardly seems the best medium for classical music. Good music is for listening, not for watching. Just as tv is ideally suited for boxing matches, dog acts and old movies of Gloria Swanson, so fm is the ideal (and willing) medium for fine music.

Cameron A. Warren
General Manager
KRCW (FM) Santa Barbara, Calif.

Spectator Sports

EDITOR (Attention Don McGee):

In your letter [OPEN MIKE, Jan. 27] you criticized sponsors and producers for ignoring half time entertainment during football games. I agree with you that announcers and politicians or officials are very uninteresting. I'm agin' this, too. However: Please don't dissuade the boys from showing the "little freezing drum majorette." In many cases this is more enjoyable than the game. I'm always in favor of seeing a pretty girl, and it is welcome relief after watching 30 or 40 odoriferous, hairy, big-footed brutes massacre each other for an hour. Let's see more of the majorettes!

Wayne Mack
WFAA-TV Dallas
(President of the Gaston Avenue Brigitte Bardot Fan Club)

Complete Agreement

EDITOR:

I could not agree more with your editorial entitled "The Moulder Mess" [EDITORIALS, Feb. 10] and was delighted to see Mr. Schwartz finally get his come-uppance. Congratulations!

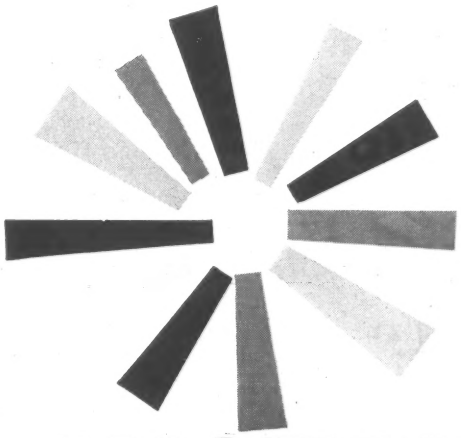
Charles M. Wilds
Radio-Tv Programming Dept.
N. W. Ayer & Son
New York

Unimpressed

EDITOR:

I hope the good Mr. DeMotte [OPEN MIKE, Jan. 20] is a better conductor than researcher. His 200 calls in New York are hardly adequate to establish a reliable sample. Nevertheless, taking his figures, the 24.5% of fm *listeners* tuned to his program turns out to be 13 people. In an area of over 7 million people this is less than startling news.

Edwin W. Berg
Media Department
Campbell-Mithun Inc. Adv.
Chicago



Here's what happened in St. Louis when a dynamic team of young Balaban Radio Executives, took over the reigns of WIL, the oldest commercial radio station in St. Louis now in its 37th year of community service.

INSTANTANEOUS COMBUSTION

It was **instantaneous!** That's the way St. Louis accepted wonderful WIL radio. The first 30 days brought an unprecedented, 30,000 pieces of mail. (Ask our mailmen!)

Advertisers and advertising agencies re-acted instantaneously, too. They made Jan. '58 the biggest new business month in this station's 37 year history.
(List of "blue chip" sponsors available on request.)

WIL is setting this great midwestern market on fire. (The Fire Captain said . . ."it was **INSTANTANEOUS COMBUSTION!**")

Get hot with wonderful WIL radio . . with bright happy personalities . . . enjoyable music . . . complete news . . . 24-hours a day. For instantaneous action call John Box or your Adam Young man.

Sell St. Louis with the "hottest" station in the midwest...

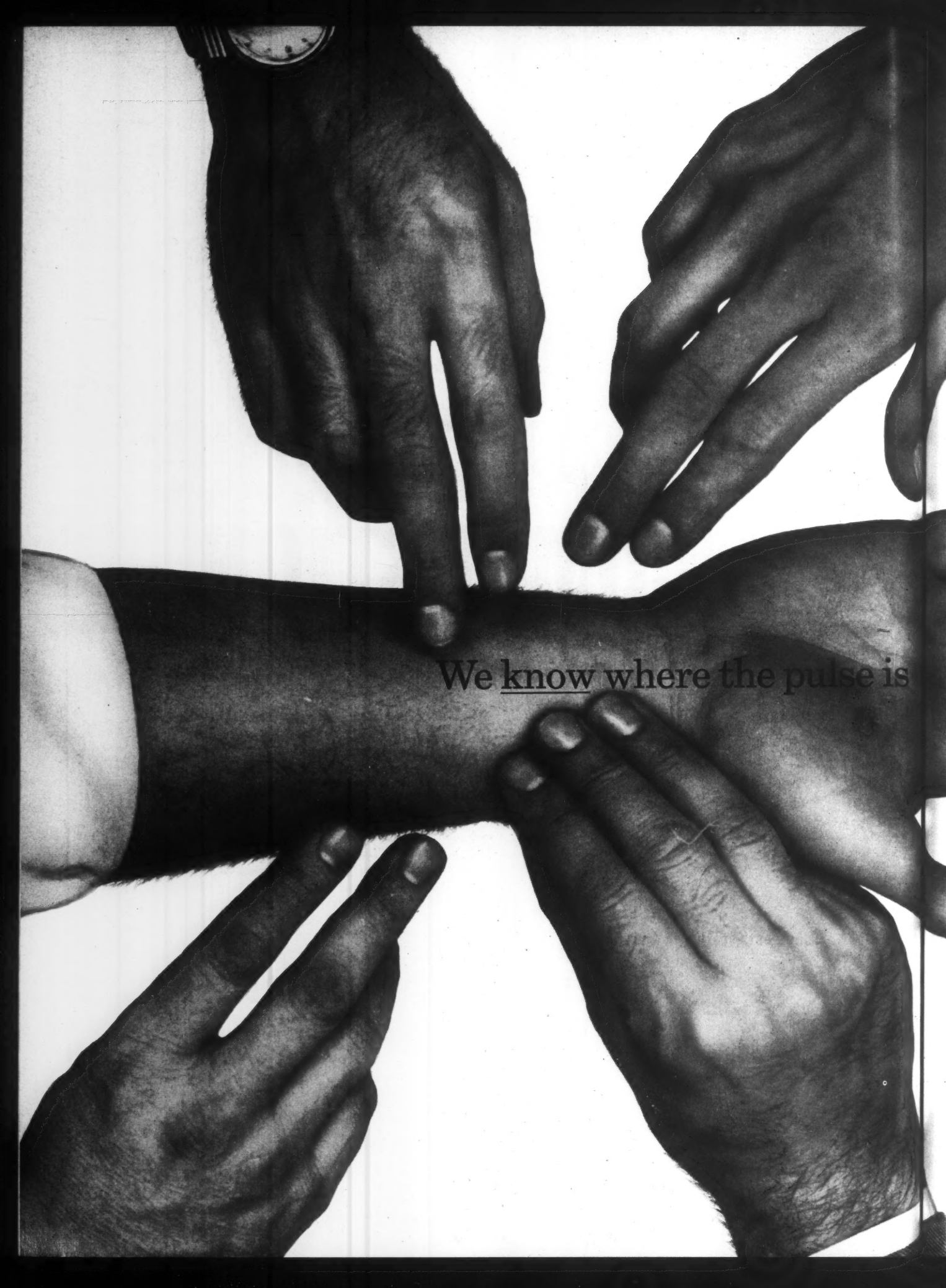
WONDERFUL
JOHN F. BOX, JR.
Executive Vice-President

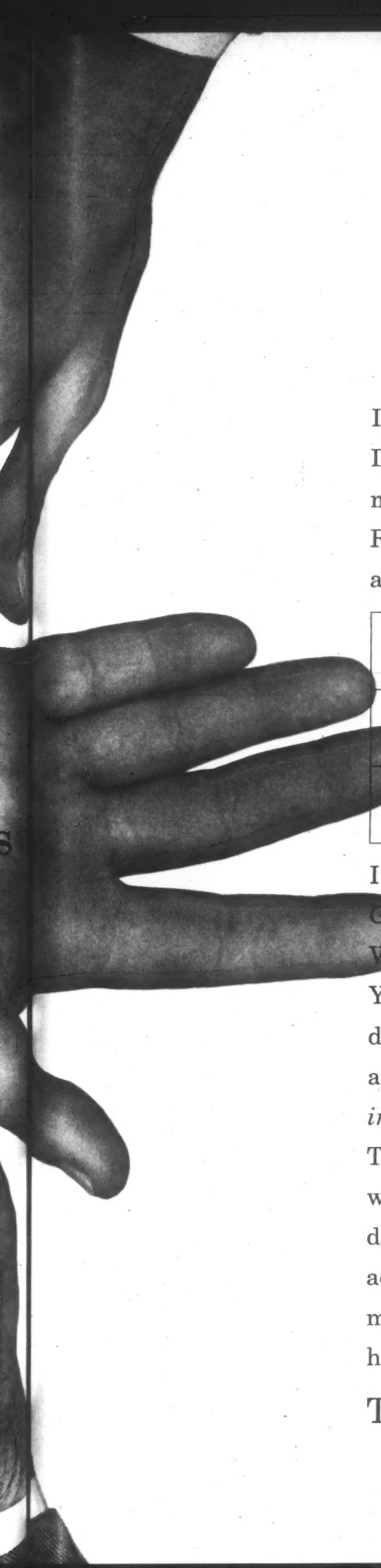
WIL Radio

ST. LOUIS, MO.
Sold Nationally By
ADAM YOUNG, INC.

ONE OF THE BALABAN STATIONS . . . IN TEMPO WITH THE TIMES

Copyright 1958 The Balaban Stations


We know where the pulse is



In the nation's top 26 markets, according to December Network Radio Pulse measurements, here's the number of times CBS Radio is the most popular network, out of a possible* 233 quarter-hours:

CBS Radio Network	**216**
3 Other Networks	**16**
Ties	**1**

*Every quarter-hour, day and night, Sunday through Saturday, in which programs of CBS Radio and at least one other radio network were measured in the Network Radio Pulse, which reports audiences to network programs carried in a minimum of ten of the top 26 Metropolitan areas.

It's the programs. Jack Benny, Arthur Godfrey, the daytime serials. And also, "The World Tonight," Murrow, Sevareid, the New York Philharmonic, the Sunday afternoon dramas. It's an entire schedule of programs, all asking for the listener's *attention and involvement* all the time. And getting it. The one network with a schedule like this wins every program popularity test, hands down. Which leads to the basic point for advertisers. Not only do audiences listen most to CBS Radio. They listen *hard*. The harder they listen, the easier you sell!

THE CBS RADIO NETWORK

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Nelson Lewis Gross

Television is an ideal medium for cosmetics, Nelson Gross, director of domestic advertising for Max Factor & Co., said last week. "Not because it's a mass medium, although that's important, but because it's a personal, intimate medium. Television appeals intimately to the emotions and it stimulates the imagination; both processes are essential to the successful selling of beauty products.

"But we've only begun to learn how to use tv, how to produce it, how to buy it," Mr. Gross declared. "Television calls for creative marketing as well as creative copy and art; it requires the knowledge of where and when a good idea can be most effectively delivered as well as how it can best be presented.

"There's far too much buying circulation for its own sake, grabbing the top-rated program without stopping to consider its suitability to the product it's supposed to sell. No advertising man would think of using *Western Family* to sell Dior gowns. Yet many advertisers are doing just that in television."

Matching the proper product and the right environment is nothing new to Nelson Lewis Gross. He was born in Los Angeles (on Aug. 19, 1920), so it was natural that before his fourth birthday he was working in motion pictures as a child actor (his credits include "Tom Sawyer," with Jackie Coogan, and "Skippy," with Jackie Cooper).

Some years later, while an undergraduate at the U. of California at Berkeley, he saw the difficulty many fellow students had taking notes of lectures, so he hired a couple of business students to take down in shorthand all lectures given to classes of 100 or more. Transcribed, mimeographed and put on sale at a nickel apiece at the student co-op, these notes sold up to 40,000 copies a week. Mr. Gross also served as business manager of the school paper, directed the dramatic club and kept physically fit with football, track and judo.

During summer vacations, he worked at Paramount as assistant cutter, assistant cameraman, film editor, and after graduation (in 1939 with a B.S. degree) he added writer, unit manager, assistant director and associate producer to his list of movie titles gained at Paramount, Universal, United Artists and RKO. He also experimented with publicity, from press agentry for movie stars to industrial public relations, before World War II put him into uniform and back into motion pictures as a producer of training and combat films. He also wrote, produced and directed an ABC radio series for Army Special Services during almost two years of his military career.

Out of his lieutenant's uniform in December 1945, Mr. Gross added stage production to his film and radio experience as associate producer of "Chicken Every Sunday" and "St. Louis Woman" and as producer of "Bal Negre." After two years, dealing with artistic temperament lost its charm and he fled Broadway for the sanity of the business world, accepting the position of executive assistant to A. C. Horn, president of the Sun Chemical Co., in charge of the retail paint division.

But he could not shed his past completely and he soon took an option on the old Edison Studios in the Bronx with the idea of making films for television.

CBS also was interested in the project and when it was finally abandoned young Mr. Gross was invited to join the network's tv department. In 1949 he became an associate director at CBS-TV where he worked on scores of live telecasts from contests to comedy, drama to variety. Later, as network film coordinator, he selected, edited and created continuity for both network and local film programs, including the *Late Show* and the *Late Late Show* on WCBS-TV New York.

In 1953, Mr. Gross left CBS to join the advertising agency world as a vice president of H. B. Humphrey, Alley & Richards, where as account supervisor, radio-tv director and chairman of the new business plans and development committee, he created and tested tv campaigns for such accounts as Wright Silver Cream, E-Z Mills, Taste-O-Sea frozen seafoods, Lea & Perrins and Breck Hair Set Mist. Three years later, he joined BBDO as account supervisor on the Revlon account. Last September he moved to McCann-Erickson as a vice president, but an offer to join Max Factor as head of domestic advertising proved irresistible and in November he left New York to take up his new duties in his native city.

Nelson Gross and his wife (nee Gail W. Watkins) live in the Brentwood section where he can keep an eye on the Los Angeles campus of his alma mater and indulge in his hobbies of guns, tennis, horseback riding, boating and skin diving.

His organizations include the Friars Club, National Sales Executives Club, Council of Presbyterian Men, Motion Picture Pioneers, Unit Managers Guild, Assoc. Directors Guild, Film Editors Union, Film Laboratory Technicians Union, Cameramen's Union and Radio & Television Directors Guild.

in Rochester

WBBF'S

JOE DEANE

is

"MR. RECORDED MUSIC"

a maker of hits... an accredited salesman... a performer whose public appearances out-pull those of any competing disc jockey

No wonder Joe Deane
(daily 12:15-3 p.m., 6:30-8 p.m.;
Sunday 12:15-5 p.m.)
is one of the
BIG BUY FEATURES
that give WBBF its "draw" power

WBBF

NICK NICKSON
(daily 3-6 p.m.,
Sundays 5-7:30 p.m.)

MORT NUSBAUM
(daily 7-10 a.m.)

Set for a record buy? Call
VENARD, RINTOUL & McCONNELL, Inc.

WBBF, Rochester, N.Y.

a star broadcasting station

WTLB, Utica **WGVA,** Geneva

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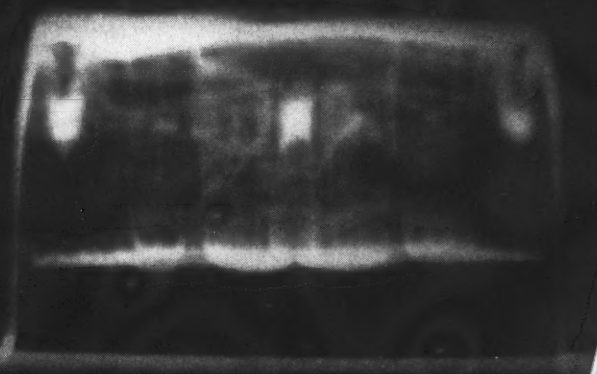

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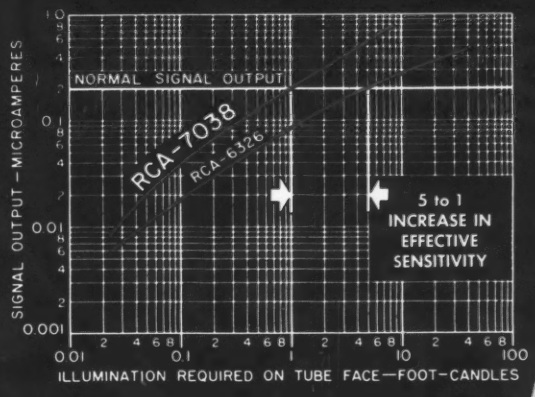

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 7 FEBRUARY 17, 1958

SCANDAL HITS MACK, SPLATTERS FCC

- **FBI probes charges Mack sold his vote in Miami tv case**
- **House subcommittee reorganizes for full FCC investigation**
- **Schwartz is fired, Moulder quits, Harris takes command**

The FBI last week began investigating charges that FCC Comr. Richard A. Mack sold his vote to the winning contestant for ch. 10 Miami.

This week the House Legislative Oversight Subcommittee, under a new chairman and rid of a maverick chief counsel, begins digging into other charges against the FCC—with the ousted counsel as witness.

The FBI was sent into action by the Attorney General last Thursday after Bernard Schwartz, in his new role as subcommittee witness, described the case which, as chief counsel, he had prepared against Comr. Mack.

Today (Monday) Dr. Schwartz resumes the stand to testify to other FCC derelictions alleged in his "confidential" memorandum of Jan. 4 which he leaked four weeks ago to the *New York Times*. The memorandum charged, among other things, that the FCC is the captive of the industry it regulates, that the FCC has ignored its own criteria in deciding television cases and that individual commissioners have accepted gifts and travel expenses from industry while traveling at government expense [LEAD STORY, Jan. 27].

The subcommittee got down to cases after wild weeks of internal combustion that ended with the firing of Dr. Schwartz and the resignation of Chairman Morgan Moulder (D-Mo.).

Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, took command of the subcommittee with the announcement that he would lead a thorough investigation into the FCC and other independent agencies.

Veteran Washington observers described the events as unique in recent Congressional history. Nearly 100 reporters appeared to cover the Schwartz testimony against Comr. Mack last Thursday.

SIX canceled checks that bounced around Washington apartments last week implicated FCC Comr. Richard A. Mack with charges of accepting $2,650 from a Florida lawyer in payment for his vote in the Miami ch. 10 case.

Culminating a week of fantastic legislative infighting, the events pointed to one of the most serious accusations against a government official in recent years. Comr. Mack was branded as a man who took money from a lawyer alleged to have been acting on behalf of National Airlines and its tv subsidiary, Public Service Television Inc., now the licensee of WPST-TV Miami.

The long-promised evidence was brought out Thursday by Dr. Bernard Schwartz who appeared under subcommittee subpoena after being fired earlier in the week as chief counsel for the investigation of federal agencies.

Here were the leading figures in the Thursday check expose:

• Thurman A. Whiteside, Miami attorney, described by Dr. Schwartz as a "fixer" who allegedly paid $2,650 to Mr. Mack in exchange for Mr. Mack's pledge to vote for National Airlines.

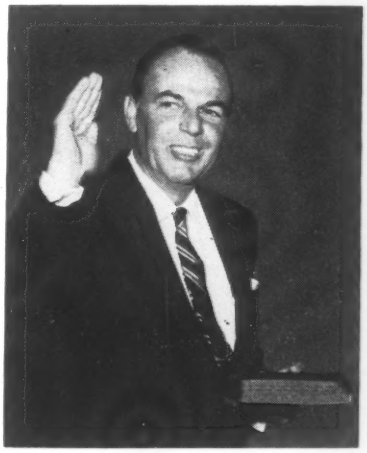
• Circuit Judge Robert H. Anderson of Miami, who was a member of a law firm that represented National Airlines in the television case before he became a judge. His firm admittedly retained Mr. Whiteside to assist in the preparation of the case.

• G. T. Baker, president of National Airlines, who denied that Mr. Whiteside represented National Airlines in the case and called the charges "vicious lies."

• Sen. Wayne Morse (D-Ore.), who for a while had custody of a suitcase and two large cardboard boxes containing subcommittee records, including the canceled checks. The records were taken to his apartment last Monday night by Dr. Schwartz and two newspapermen, Clark R. Mollenhoff of the Cowles papers, and Jack Anderson, assistant to Drew Pearson.

• The No. 1 hit record of the season—A wire recording, obtained surreptitiously, of

BOYHOOD FRIENDS



RICHARD A. MACK

"I have never committed my vote to anyone."

UP TELEPHOTO

THURMAN A. WHITESIDE

"I never fixed anything in my life.

The picture of Mr. Mack was taken when he took the oath of office as an FCC commissioner in July 1955. He made the quoted statement to BROADCASTING Jan. 17, wasn't available to anyone last Thursday. The picture of Mr. Whiteside was made when he talked with newsmen in Miami last Thursday.

an interview between subcommittee investigators and Comr. Mack. This recording, according to Dr. Schwartz, has Comr. Mack talking in circles about "loans" from Mr. Whiteside and acknowledging that he had committed his vote to National.

Dark hints at topside political maneuverings were brought out by Mr. Schwartz as he identified subcommittee documents linking the White House with regulatory decisions. There were no indications that they involved the FCC. Sherman Adams was mentioned, along with Murray Chotiner, of Beverly Hills, Calif., former aide to Vice President Nixon, and others.

The whole parade of exhibits and intra-subcommittee bickering came to a head Thursday with a simple announcement that added to the gravity of the case:

"Attorney General William P. Rogers today announced that he has ordered the Federal Bureau of Investigation to conduct a complete investigation of allegations made against Comr. Richard A. Mack of the FCC."

That wasn't the only Dept. of Justice angle. Chairman Harris observed that he may ask the Attorney General to look into the rapid transit of subcommittee evidence around Capitol Hill, into journalistic quarters and to Sen. Morse's apartment. The wire recording of the Mack interview—part of the evidence—was at one time left in the personal safe-deposit box of Dr. Schwartz' wife before it, like other material, was delivered to Sen. Morse.

Mr. Whiteside, from Miami, produced the most eloquent observation of the week when he told newsmen Mr. Schwartz was a "G— d— liar."

The Mack case was described Thursday morning by Mr. Schwartz. Droning on in a matter-of-fact manner completely in contrast to his county-courthouse tactics of earlier sessions, he identified a series of exhibits featured by the six checks that involved Comr. Mack and Mr. Whiteside during the Mack FCC tenure, and another $1,000 check predating his Commission affiliation.

The Seven Checks

Here are the checks identified by Dr. Schwartz as exhibits:

- Jan. 17 or 27 (indistinct) 1956, to R. A. Mack, $200, on Florida National Bank & Trust Co., Miami; signed Young & Whiteside and cancelled Jan. 30, 1956, by R. A. Mack, endorsed to John E. Doane (his engineering assistant).
- Sept. 5, 1956, T. A. Whiteside Trust Account to Richard A. Mack, $350 on same bank; signed by Mr. Whiteside and cashed Sept. 7, 1956, by Richard A. Mack, endorsed to Mr. Doane.
- Jan. 7, 1957, T. A. Whiteside Trust Account to Mr. Mack, $300, on same bank; signed by Mr. Whiteside.
- March 1, 1957, T. A. Whiteside Trust Account, signed by Mr. Whiteside, to Mr. Mack, $200, same bank; with typed endorsement by Mr. Mack.
- April 1, 1957, T. A. Whiteside, attorney at law, to R. A. Mack, $1,000, cashed by R. A. Mack.
- June 6, 1957, T. A. Whiteside, attorney at law, to Mr. Mack, $600; endorsed by R. A. Mack to Frances Kreeger (his secretary).

The Miami ch. 10 case was decided in February 1957. Another check, dated March 22, 1955, for $1,000, was signed by Mr. Whiteside, payable to Mr. Mack. Mr. Mack was named to the FCC in July, 1955.

A scarcely noted feature of the Schwartz testimony Thursday was his identification of several score other exhibits. He bequeathed these to the subcommittee and to his successor as counsel after the stack of papers had been retrieved from Sen. Morse's apartment.

The exhibits bore such identifying labels as these—"McConnaughey," "Storer ch. 10," "Mack travel," "Ben Fuqua," "Baker background," "Mack phone calls," "L. B. Wilson estate," "Joe Fitzgerald (empty)," "Florida travel by regulatory officials," "Letter, Frank Katzentine to Paul Porter, Sept. 15, 1953."

The exhibits, which Mr. Schwartz credited to the excellent work of his staff, provide the basis for the full-scale hearing Chairman Harris and the other subcommittee members have promised. The members took turns Thursday denying they knew what was in all the documents, heatedly replying to the Schwartz charges that they knew all the dynamite said to lie between the jackets. Several long exchanges indicated only Mr. Schwartz and his staff, plus ex-Chairman Moulder, knew much about the contents. The subcommitteemen said they resented the charges they wanted a whitewash and had fired Mr. Schwartz because he had collected so much evidence damaging to people in high places.

Mr. Schwartz tried to convince the subcommittee members they should know everything that has appeared in Drew Pearson's column and other newspapers, contending he can show court decisions holding wide publication is due notice and the members should read the papers. Rep. John Bell Williams (D-Miss.) said he never reads the Pearson column "except in one room."

The wire-recorder incident assumed the aspects of a shady divorce case as the circuitous itinerary of the little one-hour spool became involved in double-talk. The pace quickened when the subcommittee found Mr. Schwartz and his counsel, Herbert M. Wachtell, highly reluctant to say who loaned them the tiny gadget that recorded the interview with Mr. Mack. Finally the subcommittee gave up for the time being, leaving the impression the subject may come up again this (Monday) morning when Mr. Schwartz will testify voluntarily in the House Interstate Commerce hearing room.

Mr. Wachtell said the recorder was in his briefcase during the Mack interview.

A lot of questioning about the point of a hidden recorder brought from Mr. Schwartz the explanation that he wanted the spool of evidence to support him, and his staff, in case their versions of the key interview were challenged at any time.

Mr. Schwartz reviewed the recording briefly, saying Comr. Mack claimed checks he received from Mr. Whiteside were loans; that he kept no record of the loans; that portions of the loans were "forgiven" by Mr. Whiteside; that Mr. Mack repaid some of the loans in cash; that he never got a receipt, and finally, according to Mr. Schwartz, that Mr. Mack conceded he had no specific recollection of any repayment to Mr. Whiteside.

The House probe of federal agencies became so exciting last week that it appeared to be attracting competition from the Senate side as Sen. Morse introduced a resolution calling for a separate study by a select committee. Sen. Morse was unhappy Thursday afternoon when the Senate referred his resolution to the Interstate & Foreign Commerce Committee. It should have gone to the Rules Committee, he contended, because a standing committee isn't going to turn over a probe to a select committee when it has jurisdiction over the subject matter (see separate story).

'Police State Tactics'

Sen. Morse wrote a letter to Chairman Harris Thursday explaining that he had returned all the checks and other file documents that had been dumped in his lap by Dr. Schwartz and his journalistic porters. The Senator took a swing at "police state tactics" in commenting on the surreptitious use of wire recorders. He said that if he conducted such an inquiry he would give each witness a full bill of particulars well in advance and apply what he calls "the Morse code of fair procedure."

Sen. Morse said he would introduce a bill to prohibit secret use of recordings in Congressional investigations.

A new "leak" stirred a mild flurry as ex-Chairman Moulder conceded he had let a *St. Louis Post Dispatch* reporter look at a document purporting to show that the Thomas E. Dewey law firm had refused to supply papers dealing with its representation of Eastern Air Lines.

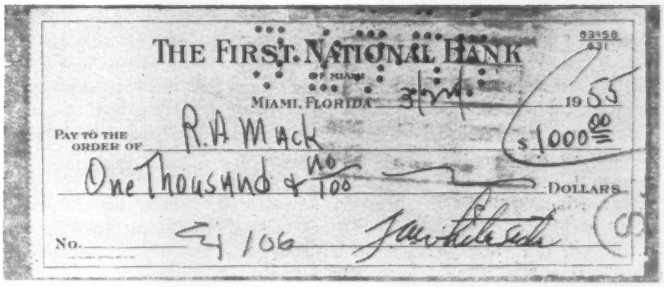
The combination of committee sessions and newspaper columns brought some sharp comments from some of those mentioned. Judge Anderson told the *Miami Herald* that statements by Drew Pearson were "substantially correct in fact" but wholly wrong in implications about his interests in a Miami tv license.

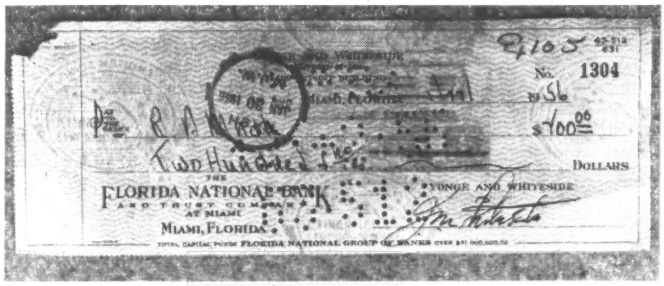
Judge Anderson objected to the implication he had asked Mr. Whiteside to come into the Miami tv case and help while he (Judge Anderson) was on the bench. He said Mr. Pearson didn't mention he actually was in private law practice and still representing National. As to his request for Mr. Whiteside's help, he said, "I don't know when that became a crime, here or in Washington. I did it as Attorney Anderson, not as Judge Anderson."

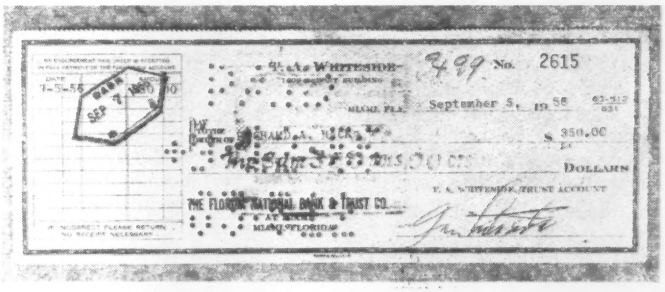
George T. Baker, National Airlines, sent Chairman Harris a letter saying that charges by Mr. Schwartz affecting him and the company were untrue. He referred to newspaper stories saying Mr. Schwartz implied Col. George Gordon Moore helped swing the FCC award of the Miami tv channel to Public Service, National subsidiary. He called the charges "pure fabrications," offering to testify under oath that Col. Moore has never been a representative of either

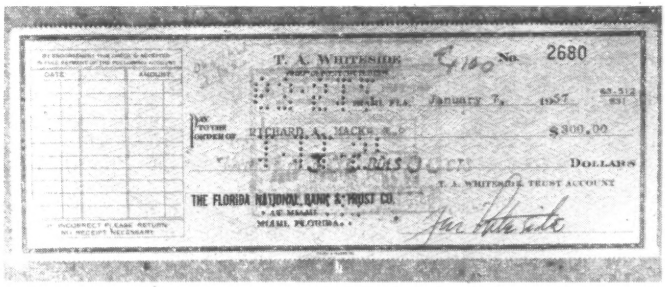
The seven deadly checks

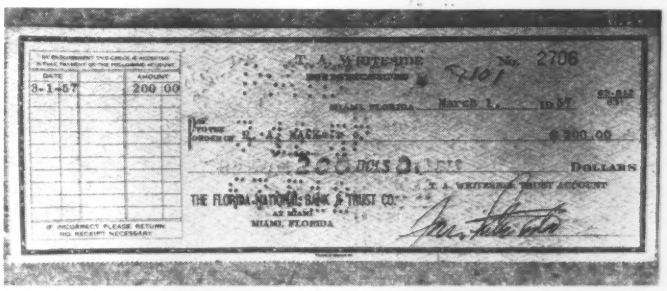
These are the checks written by Thurman Whiteside, Miami attorney, to FCC Comr. Richard Mack. Six of them were cashed after Mr. Mack was on the FCC. The seventh, for $1,000, was cashed a few months before he was appointed to the agency. The checks were the key documents used by Bernard Schwartz in his case against the commissioner. The checks were written and cashed during a period extending from March 1955 to June 1957. The Miami channel was awarded in February 1957.

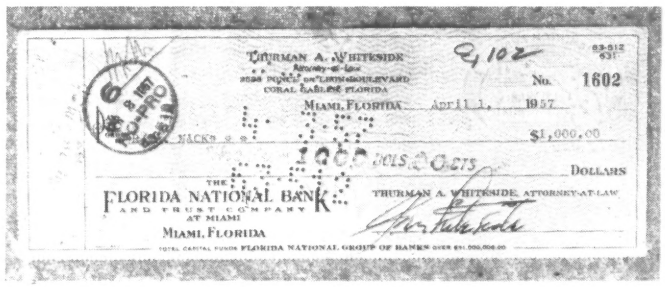












company in any capacity nor has he been asked to intercede in any case.

As to "extrajudicial activity" between the companies and Comr. Mack, he said neither company nor any representative had ever communicated in any way with Comr. Mack about the ch. 10 case. He said the charges are based on "vicious lies being circulated by a disgruntled adversary who lost the case."

Mr. Whiteside was much less restrained. After outlining his concept of Mr. Schwartz' veracity he pointed to what he called some serious Schwartz omissions in regard to the Mack checks. First, he said, it is untrue that he was an attorney employed by National Airlines or Public Service. What's more, Mr. Schwartz knew it was untrue, he insisted.

Next, Mr. Whiteside said, the check and loan testimony was lacking in this respect: "He did not reveal that he had other checks which I furnished him voluntarily evidencing loan transactions going back to April 26, 1950 (five years before Mr. Mack was appointed to the FCC) involving sums totaling $7,830, nor did he reveal that he had information that the balance of such loan account stood at $250. I charge that he deliberately withheld this information from his testimony and drew an untrue conclusion with premeditated intent calculated to mislead and thereby uttered a scandalous, defamatory lie."

Further, Mr. Whiteside said, it was untrue "that Mack was pledged to me for National Airlines. This is untrue. He has never been pledged to me for any person, firm or corporation at any time for any purpose."

As to the charge that Judge Anderson said his law firm had hired Whiteside in the National Airlines case, Mr. Whiteside said, "He did not reveal that Anderson further advised that there was no fee paid, agreed to be paid, and that an offer of payment of fee to Whiteside was declined by him. I charge that the failure of Schwartz to so reveal was conceived by him as a calculated deception to serve his scandalous purposes." He wrapped up the "fixer" label affixed to him by Mr. Schwartz with this comment, "I charge Dr. Schwartz lies to accomplish his own deceitful end."

Mr. Schwartz based his discussion of this phase of the Miami case on what he described as a memorandum-affidavit obtained from A. Frank Katzentine, owner-president of WKAT Miami Beach, Fla., and one of the unsuccessful applicants in the ch. 10 tv case. WKAT was favored over other applicants in the examiner's initial decision.

The Katzentine affidavit mentioned a phone call from a friend in late summer, 1955, in which Mr. Katzentine was told Comr. Mack was "pledged" to Public Service, according to Dr. Schwartz. Mr. Katzentine then reportedly had a call from a Florida Senator, later identified as Sen. Smath-

ers, suggesting he contact Perrine Parma, described as a Florida political figure, and Jerry W. Carter, a member of the Florida Railroad and Public Utilities Commission, of which Comr. Mack had been a member. According to Mr. Schwartz, Mr. Katzentine asked Messrs. Parma and Carter about it and they voluntarily called on Comr. Mack in Washington in an effort to get a release. It developed, Dr. Schwartz continued, that Mr. Whiteside refused Mr. Mack's reqest to be released. On questioning, Mr. Schwartz said the affidavit contained a lot of hearsay but added this had later been verified by investigators.

Mr. Schwartz said he had planned later to develop reasons for the votes of ex-Chairman McConnaughey and Comrs. Doerfer and Lee on behalf of the Public Service application. Dr. Schwartz pointed out that all three are Republicans.

The legal side of the Public Service case was aired briefly when Dr. Schwartz indicated the applicant had decided its original application to the FCC hadn't been too well prepared so Norman Jorgensen, of the Washington law firm of Krieger & Jorgensen, was retained. There was discussion of Mr. Whiteside's status and whether he was paid a fee, with Mr. Schwartz saying he was not an attorney of record in the case.

Mr. Schwartz said he had intended to show that some of the parties in the Public Service application had shady backgrounds. He also discussed Comr. Mack's background and mentioned pre-FCC "misconduct," adding, "He shows a propensity for this type of thing; you have it in the files and can develop it."

In exchanges with subcommittee members, Mr. Schwartz said he would be glad to cooperate in developing the case if he had proper authority, title and emoluments.

Chairman Harris wouldn't say Thursday whether he was ready to announce a successor to Mr. Schwartz as subcommittee counsel. He also declined to indicate what he might do about getting White House officials to testify in relation to charges of political influence.

Speaker Sam Rayburn (D-Texas) said he believes the difficulties of the subcommittee probe, highspotted by the firing of Mr. Schwartz, will be straightened out. He predicted Chairman Harris and the other members of the probing group "are determined to have a good investigation." He described Chairman Harris as "one of the ablest men we've got around here—one of the very finest as far as integrity and honesty are concerned."

Another Link With Whiteside

H. Earl Barber, Comr. Mack's legal assistant, was an associate of Mr. Whiteside for seven years. Mr. Barber, who is 34, was graduated from the U. of Miami Law School in 1948 and joined the Miami law firm of Young, Whiteside and Prunty immediately. He became Comr. Mack's legal assistant in 1955.

The sensational charges made against Comr. Mack by Mr. Schwartz last Thursday almost eclipsed the equally significant developments which preceded them earlier last week. Here is a day-by-day rundown on that phase of the story.

SATURDAY-SUNDAY

New developments began breaking in the subcommittee's intramural fight between its chief counsel and a majority of the members soon after the Feb. 10 issue of BROADCASTING went to press. On Saturday, Feb. 8, the *Tulsa* (Okla.) *Tribune* published a story questioning the purpose of $400.73 in expenses paid Dr. Schwartz for four trips to New York last August.

Dr. Schwartz immediately defended the New York trips as being for subcommittee business, although under questioning the next day by the subcommittee, he admitted one purpose of the trips was to wind up his affairs with New York U. Prior to joining the subcommittee staff, Dr. Schwartz was head of the school's Comparative Law Institute.

There were widespread intimations that Dr. Schwartz claimed the $400 from the government to pay his expenses for moving to Washington. Thus, the outspoken chief counsel faced the same charges he brought against FCC Chairman John C. Doerfer—impropriety in filing government expense vouchers.

GOING, *but not forgotten: Bernard Schwartz leaves his Capitol Hill office after being fired as counsel of the Legislative Oversight investigation. He came back with a vengeance last Thursday—as a witness.*

Rep. Harris was quoted as saying he was "shocked" at the information purporting to show that Dr. Schwartz had attempted to "get around" the prohibition against government payment of moving expenses. The Arkansas Democrat, himself the target of many charges made by Dr. Schwartz, said if the information is correct ". . . his only recourse is to resign."

Dr. Schwartz claimed the charges concerning his August expenses were "still another attempt to smear anybody and everybody" by those factions trying to "whitewash" the probe. The chief counsel said the then subcommittee chairman, Rep. Moulder, "on several occasions has told me that he was being threatened in an attempt to coerce him into abandoning this investigation." [Rep. Moulder later denied making such a statement, but said he was continually "harassed."]

Denouncing publication of the expense voucher as "an obvious smear technique—to throw a 'red herring' to divert" the investigations from more vital matters, Dr. Schwartz said he was referring to the Miami ch. 10 case and White House influence. "These so-called charges are the sheerest nonsense. . . . The powerful interests who are afraid of what we are uncovering will stop at nothing to stop this investigation. . . . They are attempting to smear the members of my staff; they are attempting to smear me . . ." the chief counsel charged. [But Dr. Schwartz offered some criticism of staff members himself during later testimony before the subcommittee.]

None of the money received from the government covered hotel or moving expenses, Dr. Schwartz said, although Rep. Moulder had assured him the expense of moving from New York to Washington would be paid "if at all possible" legally. It was brought out, however, and admitted by Dr. Schwartz that $228 of the expenses he collected from the government were for per diem payments while the chief counsel actually stayed in his own apartment in New York.

On Feb. 9, Dr. Schwartz predicted he would be fired as chief counsel of the subcommittee because the investigations were ready to go into specific cases—including White House influence over the regulatory agencies. The chief counsel also gave, to four reporters, the previously-secret proceedings of a bitter Jan. 30 executive meeting of the subcommittee.

During that session, Dr. Schwartz admitted under oath that he gave his "confidential" memorandum charging members of the FCC with misconduct to a reporter for the *New York Times*. He was questioned at length under oath and each member of the subcommittee present (all but Rep. John Moss [D-Calif.]) also took an oath that they had not been responsible for earlier leaks.

At another meeting of the subcommittee Feb. 7 Rep. Moss took the same oath. The

The Case of Richard Mack ..... AN EDITORIAL

THE final determination of the guilt or innocence of Richard Mack cannot be made until he has had a chance to defend himself against the grave charges that now confront him.

But it will take a persuasive defense indeed to explain away the money he accepted from Thurman Whiteside.

Mr. Mack may be able to explain it to the satisfaction of the FBI and the Attorney General. Perhaps his acceptance of the money was well within the law.

It will be harder for him to prove that he used good judgment. To accept payments, whatever their nature, from a politically-minded attorney practicing in a city where a conspicuous struggle for a vhf channel was taking place did not suggest an exceptional ability to discriminate between right and wrong.

The question we cannot avoid asking is this: If a man is unable to make a simple distinction between the correct and incorrect act in private life, can he be capable of wisely judging the complex matters that come before the FCC?

This is a fundamental question, and it should be asked of every Commissioner and of every candidate whom the administration is considering for appointment to the FCC.

No comparable agency of government deals with more trying or more important problems than does the FCC.

Nothing happens on the air unless the FCC has first created the opportunity for it to happen.

Forty million American homes have television sets; even more have radios. Not one would be equipped with either tv or radio if the FCC had not made possible the stations that they tune to.

A wise and courageous FCC can expand the present system to provide greater service to the public. An inept FCC can discourage, indeed prevent, expansion.

Serving as a member of the FCC is not a job that can properly be done by men of less than the highest standards of morality and intelligence.

The candidate for the FCC should be selected with as much care as a cabinet member is selected. A member of the FCC should be retained only as long as he measures up to the full demands of his arduous assignment.

Jan. 30 oaths were taken at the insistence of Dr. Schwartz.

Among the Executive Department names mentioned as having "influenced" decisions by the FCC and other agencies were Presidential Assistant Sherman Adams, Secretary of Commerce Sinclair Weeks, Col. George Moore (Mrs. Eisenhower's brother-in-law), and Robert B. Murray Jr., currently vice president of Pan American World Airways and former Under Secretary of Commerce.

Rep. Moulder, while freely predicting his chief counsel would be fired, stoutly defended Dr. Schwartz to the end. In fact, the day before the fateful Monday executive meeting, he indicated he would resign as chairman of the subcommittee if Dr. Schwartz were fired.

MONDAY

In an atmosphere of high expectancy—and with 60-70 newsmen waiting outside in the hallway—the subcommittee went into executive session at 10 a.m. last Monday morning. The meeting, scheduled the previous Friday to have Dr. Schwartz furnish details of FCC misconduct [AT DEADLINE, Feb. 10], did not follow the prescribed program.

The chief counsel, in light of developments over the weekend, was asked—and refused—to appear before the subcommittee to make an explanation. Rep. Harris opened the meeting, a transcript of which was made public at the insistence of Dr. Schwartz, with an explanation of why certain subpoenas had not been issued. Earlier, Dr. Schwartz charged the chairman of the parent committee had refused to sign subpoenas requested by the subcommittee.

Rep. Harris said, and Rep. Moulder concurred, that he had signed every subpoena the subcommittee chairman had requested. He said he did not sign subpoenas, as requested by Dr. Schwartz, for all records of the seven FCC commissioners because Rep. Moulder—who again verified—said they were not needed "at this time."

Rep. John Bell Williams (D-Miss.) then moved that the services of Dr. Schwartz "be terminated immediately, as his usefulness to the committee in the investigations has been served." Rep. Williams gave these reasons:

1. He violated rules of the House by "leaking" the memorandum and proceedings of the Jan. 30 executive meeting.

2. He admitted under oath that he deliberately misled Rep. Moulder.

3. He refused under oath to assure the subcommittee he would abide by the rules of the House in the future on release of information to the press.

4. He has shown personal contempt for members of the subcommittee and has displayed insolence and arrogance.

5. Incompetence. "Dr. Schwartz' amateurish efforts at interrogation of Mr. Doerfer over a period of three days adduced information which could have been obtained by a competent and experienced counsel in a period of time not in excess of three hours," Rep. Williams said.

6. Insubordination because he had refused to appear before the subcommittee.

After two hours of discussion, the motion was defeated by a 6-5 vote. Voting to retain the chief counsel were Reps. Moulder, Peter Mack Jr. (D-Ill.), John Moss (D-Calif.), John Heselton (R-Mass.), John Bennett (R-Mich.) and Charles Wolverton (R-N. J.). Favoring the motion were Reps. Harris, Williams, John J. Flynt Jr. (D-Ga.), Joseph O'Hara (R-Minn.), and Robert Hale (R-Me.).

The subcommittee then voted to send its chief counsel a formal letter requesting his appearance that afternoon.

Dr. Schwartz did appear Monday afternoon and loosed a scathing attack against Rep. Harris in particular and most members of the subcommittee in general. Just before the meeting started, he told reporters (1) that a member of the subcommittee staff had refused him (Schwartz) access to a certain file on orders from members of the committee; (2) that two investigators were scheduled to leave for Boston that morning regarding the grant of ch. 5 there to WHDH-*Herald Traveler* and had indicated they had been stopped from going by the subcommittee; (3) that certain members of the staff were placed there to "spy" on him for the subcommittee, and (4) that the subcommittee planned to fire him because members were afraid of a complete investigation.

The meeting that followed was far from serene as Dr. Schwartz enumerated these charges and added more. He named attorneys Herbert Wachtell and Paul Berger as members of "his staff" who could be trusted. Five, he said, were completely disloyal and he could not speak for the remainder of the 18-man staff. "This is supposed to be a $250,000 investigation. . . . This has actually been an investigation of less than $30,000 worth," he said.

He defended his expense voucher and charged Rep. Harris with responsibility for connotations relating to it. Dr. Schwartz "respectfully requested" the subcommittee to (1) direct Rep. Harris to make public apology to him (Schwartz), (2) give Rep. Moulder, as subcommittee chairman, full subpoena power and (3) give him, as chief counsel, full power to hire and fire staff personnel.

Rep. Harris vehemently denied any connection with newspaper articles relating to Dr. Schwartz' expenses or that he owed the chief counsel an apology. At one point, Dr. Schwartz stated that Julian Langston, clerk of the House Administration Committee, suggested that vouchers be filed for fictitious trips to recoup moving expenses.

When asked if he had stated: "They could convict me for contempt of Congress, for I have nothing but contempt for most members of this committee," Dr. Schwartz

RAYBURN ON HARRIS

Sam Rayburn, Speaker of the House of Representatives, and father of the legislative oversight committee to look into the workings of the regulatory agencies, Thursday expressed the highest regard for Rep. Harris.

The Speaker said that Mr. Harris is one of the ablest legislators on Capitol Hill and a man of the highest integrity. He added that he was sure Mr. Harris would "straighten out" the committee. Mr. Rayburn said that the regulatory agencies "need and will have a good investigation."

Mr. Rayburn damned as a figment of the imagination a newspaper report that he had held up the $250,000 appropriation for the investigation until he was assured Mr. Harris would not head the subcommittee.

replied, "I am given to witticisms; I am an egghead."

Under questioning by Rep. Williams, Dr. Schwartz claimed the intention of most members of the subcommittee was to "whitewash" the investigations. Rep. Williams asked if he were included in that category, and these acid comments followed:

Schwartz: ". . . I do. Most certainly."

Williams: "Whoever makes that charge [whitewash] is a low, contemptible, damnable liar."

Schwartz: "I am glad the record shows your opinion of me, Mr. Williams."

Later in the session, Dr. Schwartz said that he had his reputation to think about as one of the "foremost authorities on regulatory agencies." "I have written more on the subject than any man in this country. . . . I think it is fair to say, and I am not boasting or anything, that despite my age [34], anyone who knows anything about this subject would place me among the first five leading authorities in the country."

With that, the chief counsel left. The motion to discharge Dr. Schwartz then was reintroduced and this time passed by a nonpartisan seven-four vote. Changing their votes to favor discharging the chief counsel were Reps. Bennett and Wolverton. The other nine members voted as before. The subcommittee also voted to subpoena its ex-chief counsel to appear at 10 a.m. with all records of the subcommittee in his possession.

But that was not the end of the matter for that day. At approximately midnight, Rep. Moulder announced his resignation as chairman of the subcommittee and, as it developed later, Dr. Schwartz trundled a large part of the subcommittee records during the night to the home of Sen. John Williams (R-Del.) and later to Sen. Wayne Morse (D-Ore.), who kept them.

In resigning, Rep. Moulder said he was unhappy because Dr. Schwartz had been fired. "I find I am in apparent disagreement [with other subcommittee members] . . . in the direction the investigation should go," he stated.

TUESDAY

When Dr. Schwartz returned to face the committee Tuesday morning (voluntarily, he said, because the subpoena was invalid), tempers were still at the boiling point. Also, Rep. Harris, a bitter Schwartz foe, had replaced Rep. Moulder as chairman. The ex-chief counsel struck the first blow with a statement to the press. Excerpts follow:

"For some months, I have known that this subcommittee was not interested in a real investigation, but was instead engaged in an attempt at a bi-partisan whitewash. I have met with only obstructions from the subcommittee in my attempts to expose the true picture in the FCC and other agencies. . . .

"By arbitrary fiat, the subcommittee relegated the staff (Schwartz) memorandum to the wastebasket. The only practical way of ensuring that such relegation would not be permanent was to make this memorandum public through the means of a free press. This was done solely to and did force the subcommittee to schedule preliminary hearings on FCC misconduct. . . .

"I accuse the majority of this subcommittee, in order to further their own partisan interests, of joining an unholy alliance between big business and the White House to obtain a whitewash.

"I accuse Mr. Harris of hypocritically posing publicly as a supporter of an investigation which he has done everything in his power to suppress.

"I accuse members of the subcommittee, particularly Oren Harris, of falsely smearing me in an attempt to discredit the investigation which I have been trying to conduct.

"I accuse the Republican members of the subcommittee of suppressing the investigation for fear lest evidence obtained of improper White House influence be made public.

"I accuse the majority of the subcommittee of firing me knowing that I have secured evidence of the payment of money to a Federal Communications Commissioner in a comparative television case. . . .

"The flimsy and fictitious pretext used to fire me will deceive no one of the subcommittee's true intent. Their sole and only aim is to turn this important investigation into a whitewash."

Dr. Schwartz told newsmen "it [his firing] is a move which I have expected for some time. . . . Unless they wanted a real investigation, obviously they had to fire me. . . . My crime is that I had from the beginning wanted a full and complete investigation."

The fired chief counsel and his two newly-acquired attorneys—Herbert Wachtell, who resigned as an attorney on the subcommittee staff, and George Arnold, brother-in-law to columnist Drew Pearson—spent most of the morning seeking an extension until today (Monday) for the return of the subcommittee's files in the possession of Dr. Schwartz.

At the noon recess on Tuesday, Rep. Harris and members of the subcommittee emphatically denied all charges made by Dr. Schwartz and issued a few of their own. Rep. Harris said it was obvious the subcommittee's ex-employe had not returned all the files and the committee would take such action as is necessary to regain them. He ordered Dr. Schwartz to return that afternoon with such other committee files as were in his possession.

[At this time, the committee did not know many of the files were in the possession of Sen. Morse.]

Dr. Schwartz, who had refused to be sworn in, told the subcommittee: "You gentlemen have been dilly-dallying now for five months. Will another day really so prejudice the national interest? . . . Compared to this kangaroo committee, star chamber——"

Rep. Harris cut him off at this point, saying the subcommittee "simply cannot stand that kind of attack and insult." Rep. Williams said the witness' statement constituted contempt of Congress.

[Dr. Schwartz later finished the statement for newsmen: "Compared to this kangaroo committee, star chamber proceedings were a paragon of justice." He also said, with his firing there was "about as much chance of a fair investigation as a snowball has in —you know what I mean."]

Returning as ordered Tuesday afternoon, Dr. Schwartz turned several documents over to the subcommittee, most of which, Rep. Harris charged, were matters of public record. The ex-chief counsel was charged with deliberately stripping the records of all valuable information and the questioning was directed to determine if documents had been turned over to someone outside the committee. After Dr. Schwartz and his attorneys parried several questions, he agreed to be sworn in after having been threatened with another, and "valid", subpoena.

Dr. Schwartz then explained that the previous night he had taken certain confidential files to Sen. William's apartment in the Mayflower Hotel. Sen. Williams only looked at them, he said, and they then were taken to Sen. Morse's home. Sen. Morse requested they be left with him "in the interests of good government," Dr. Schwartz said.

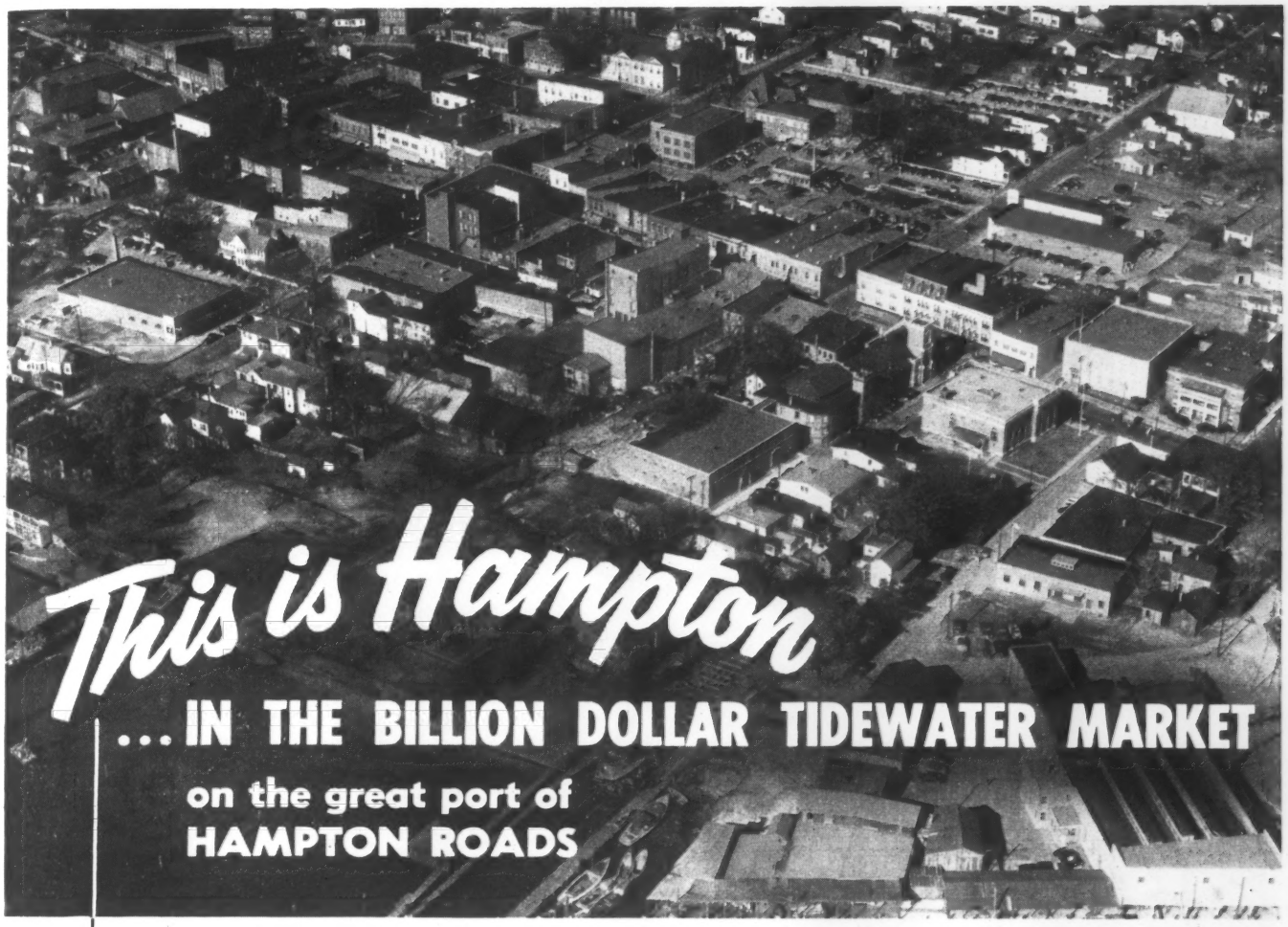
The Senators had requested him to bring the documents to them Dr. Schwartz said. This request was made through Clark Mollenhoff, Washington correspondent for the *Des Moines Register & Tribune*, and Mr. Mollenhoff accompanied Dr. Schwartz to the Senators' homes. Jack Anderson, on the staff of columnist Drew Pearson, also was in on the secret delivery of documents to Sen. Morse.

"No rule or law has been pointed out to me which makes this improper," Dr.

COMPETITION?

Dr. Bernard Schwartz, deposed chief counsel of the House Legislative Oversight Subcommittee, has been asked by the Fund for the Republic to conduct an independent study of the FCC.

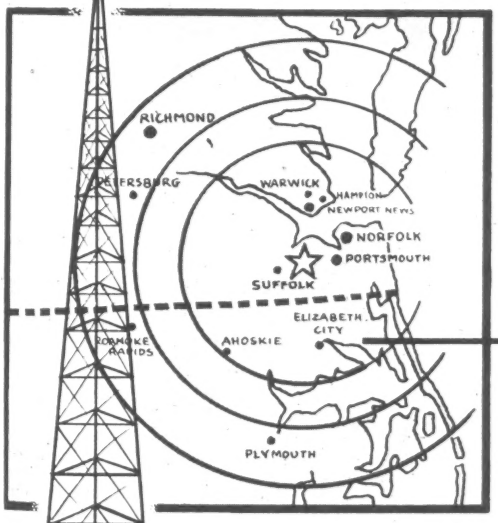
The probe, if undertaken by Dr. Schwartz, would be part of an overall fund study on mass media, announced last December.



This is Hampton

... IN THE BILLION DOLLAR TIDEWATER MARKET

on the great port of
HAMPTON ROADS



. . . a growing city on the tip of a great Peninsula . . . northern end of a great new tunnel bridge system which binds together even more closely the population of greater Tidewater . . . Last year Hampton's 79,500 people spent more than $59,269,000 of their $133,408,000 income on retail sales alone . . . This is only part of what you buy when you buy WAVY-TV . . . reaching out over a 42-county area in Virginia and North Carolina . . . reaching a billion dollar market . . . WAVY-TV . . . in the heart of Tidewater.

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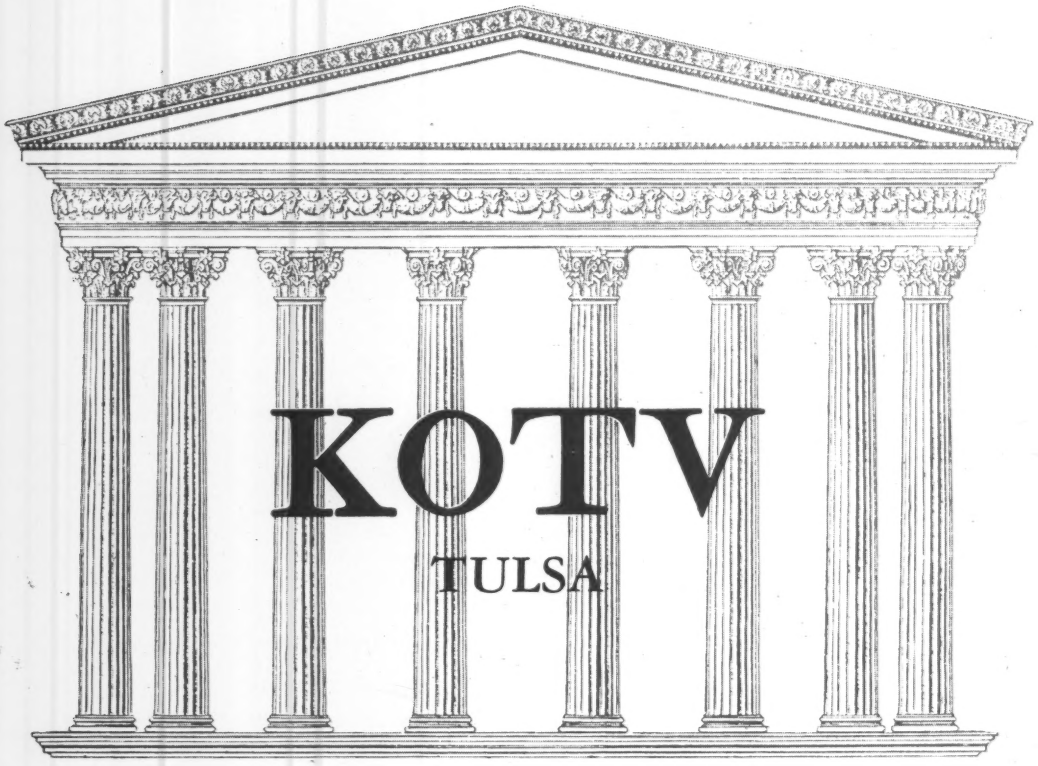


A television market is more than a city

When you use KOTV Tulsa, you sell a television market whose:

- **Food Sales are greater than Metropolitan Kansas City.**
- **Effective Buying Income is almost $2,000,000,000.**
- **Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.**

Smart advertisers want to tap this market. They do it over KOTV the station that dominates the rich Tulsa market, consistently wins more quarter hours than all other stations *combined* and averages 37% more viewing families than the next Tulsa station. Represented by Petry.

Sources: Metropolitan & Area ARB 11/57; TV Mag. 3/57; Copyrighted . . . Sales Management 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa · KGUL-TV Galveston, serving Houston · WANE & WANE-TV Fort Wayne · WISH & WISH-TV Indianapolis

Schwartz said in defending his action. He emphasized the delivery was made before he received the subpoena, delivered at 12:35 a.m. Tuesday morning. In rebuttal, members of the subcommittee cited rules forbidding the giving of House files to unauthorized persons. Dr. Schwartz termed the documents his "personal working files."

Rep. Harris termed Dr. Schwartz' actions "most surprising and shocking to us [the subcommittee]."

WEDNESDAY

Developments Wednesday centered around the return to the subcommittee of documents held by Sen. Morse, a pledge by Rep. Harris that the subcommittee would conduct "the most thorough investigation . . . Capitol Hill has seen" and a second subpoena issued by the subcommittee to its ex-chief counsel.

Sen. Morse's explanation of how he came to secure possession of the documents differed somewhat from that of Dr. Schwartz. The senator said two newsmen (Messrs. Mollenhoff and Anderson) called him before midnight last Monday night and said they had the records. Sen. Morse said they then came to his apartment and brought Dr. Schwartz along. The newsmen and Dr. Schwartz discussed various phases of the documents with him, Sen. Morse said, and he retained the documents for "safekeeping" when he found they were "floating around Washington at midnight."

The Oregon Democrat, one of President Eisenhower's most outspoken foes, told newsmen the documents convinced him "the Administration is honeycombed with political immorality." He returned the confidential files to Reps. Harris and Flynt of the House subcommittee about noon Wednesday.

Soon after going into executive session around 2 p.m., the subcommittee issued a subpoena for Dr. Schwartz to appear at 10 a.m. Thursday morning. Rep. Harris said the subcommittee wanted to question its former chief counsel about his claim that he had been fired even though the subcommittee knew "I have secured evidence of the payment of money" to a member of the FCC by a litigant in a comparative television case.

Rep. Harris and other members of the committee denied any such knowledge of Dr. Schwartz' alleged information regarding a payoff. Dr. Schwartz' attorney asked for a delay in his client's appearance until Monday so the professor could go to New York to make arrangements to return to his teaching job there. This request was denied and the attorney, Mr. Wachtell, said Dr. Schwartz would attend Thursday's hearing "very much under protest."

The promise of an all-out investigation was made by Rep. Harris, who had been singled out by Dr. Schwartz as the committee member most anxious to block the probe, at a 4 p.m. Wednesday press conference. Rep. Harris said that all files had not, as yet, been recovered by the subcommittee. He mentioned some that were reportedly taken from the committee office sometime Tuesday, most of them pertaining to the CAB.

SEN. WAYNE MORSE *turns over files belonging to the House Legislative Oversight Subcommittee to Rep. John Flynt (l) and Rep. Oren Harris (r), new chairman of the subcommittee. The committee's deposed chief counsel, Dr. Bernard Schwartz, and two newspapermen gave the documents to Sen. Morse in a Monday midnight expedition.*

In announcing he would assume permanent chairmanship of the subcommittee, Rep. Harris said: "I feel that I have now the greatest challenge in my life. I announce here and now that I accept this challenge. I will stand or fall on the success of this investigation." The Arkansas Democrat said he did not feel he "is on the spot," but that he felt he had a "responsibility" to the American people to carry out the investigation. "I have never run away from a real job and I'm not fixing to run away from this one," he said.

"I do not intend to fail and neither does this committee intend to fail. . . . Whoever gets caught must suffer the consequences," Rep. Harris stated, whether they be members of Congress or the Executive Branch, private citizens, or commissioners of regulatory agencies.

In commending the rights of the free press, Rep. Harris said he must comment on a *Washington Post* editorial of Wednesday which charged (1) that he was the wrong man to head the committeee and (2) the $250,000 appropriation was made only after members of the House had been assured Rep. Moulder, and not Rep. Harris, would head the investigation. He said the editorial was inaccurate and unfair. "As an eight-year veteran of a district attorney's office, I haven't forgotten how to carry out an investigation."

He also hit charges that an agreement had been entered into with Rep. Wolverton to suppress the investigaton in exchange for support of the Harris-sponsored natural gas bill. There is no statement farther from the truth, he said, in stressing that "there is no connection whatsoever, no association, no consideration, no understanding, no deal, no anything between this investigation and the natural gas bill."

Chairman Harris explained that Dr. Schwartz had to be subpoenaed to appear Thursday because he would not come voluntarily. He emphasized the ex-chief counsel's reasons were personal, in spite of Dr. Schwartz' demands for a speedy investigation. Rep. Harris said the committee had been insulted because Dr. Schwartz returned voluntarily only matters of public record. He also said members of the subcommittee had requested, in writing, information from Dr. Schwartz while he was chief counsel and had been refused.

Hitting at statements regarding his personal motives, Rep. Harris said he had sold his one-fourth interest in KRBB (TV) El Dorado, Ark., several weeks ago and the only properties he now owns are homes in Arkansas and Washington and a few government bonds. "I hope that I will not be seeing these dirty insinuations and accusations all-over the country [in the future]," he added to newsmen.

Morse Asks for Senate Probe

Sen. Wayne Morse (D-Ore.) Thursday introduced a resolution calling for the establishment of a select Senate committee to investigate the independent federal regulatory agencies. The investigation would parallel a current, dissension-wracked probe being conducted by the House Legislative Oversight Subcommittee, in which Sen. Morse became prominently involved last week through temporary possession of some of the subcommittee's files.

Three days earlier, Sen. Morse called for such a probe on the floor of the Senate and was joined in support of the move by Sens. Estes Kefauver (D-Tenn.), Joseph S. Clark (D-Pa.), John A. Carroll (D-Colo.) and Richard Neuberger (D-Ore.)

The resolution would establish a seven-man committee with these announced pur-

poses: "Such inquiry shall seek to establish, among other things—

"(1) Whether such agencies have been improperly influenced by industries or other industries with respect to which they exercise regulatory or other functions.

"(2) Whether ethical standards consistent with the duties vested in such agencies have been maintained in the execution of those duties.

"(3) Whether such agencies have exercised the powers delegated to them by the Congress in conformity with congressional policy.

"(4) Whether the independence of such agencies has been impaired by Executive interference [in influencing agency decisions].

"(5) Whether the laws relating to conflicts of interest are adequate to protect the public interest in those areas of governmental activity which are under the jurisdiction of such agencies.

"(6) Whether agency procedures and existing law are adequate to safeguard the public, the parties and to prevent favoritism."

Sen. Morse said the Senate has an independent obligation to undertake such an investigation, regardless of what may be done by the House. He said there is "more than enough for committees of both bodies to do" in investigating the agencies. "There is only one answer to the growing public distrust of the supposedly independent federal agencies—a thorough inquiry conducted in accordance with rules of fair procedure," Sen. Morse said.

The Senate already has a permanent Subcommittee on Investigations, headed by Sen. John McClellan (D-Ark.), which normally handles inquiries such as that proposed by Sen. Morse. Sen. McClellan said his subcommittee would undertake the inquiry if the Senate so desires. He added, however, that there should not be duplicating Senate and House investigations of the same subjects. "One proper investigation should be sufficient," he stated.

MEDIA PLAY UP FCC-HILL FRACAS

If broadcasters and newspapers used to have to spell out "FCC" for the general public, they don't anymore. The name of the federal agency has burst upon the news scene with lead-story impact over the past two weeks. This is how the Capitol-FCC imbroglio has been played by representative media across the country:

On networks last week, the House Legislative Oversight Subcommittee probe was reported on all radio newscasts by ABN, CBS and NBC, with attendant notice by commentators, and the bulletin of Dr. Bernard Schwartz' dismissal as committee counsel inserted in Monday evening broadcasts and some direct pickups from Washington. The same held for television networks which, with stations, availed themselves of film shot in Capitol corridors (House committee proceedings may not be photographed or broadcast).

A vest pocket survey of papers arriving in the AP New York office by last Thursday showed that among subscribers to two or three wire services, 14 out of 34 Monday AMs sampled across the country front-paged the fracas. By Monday evening 20 out of 38 were playing it on page one, and Tuesday morning saw the proportion go up to 25 of 30 sampled. Of 28 Tuesday evening papers checked, 10 carried it front-page. Eleven Wednesday morning papers out of 15 eastern journals checked kept the issue on top of the news. (Later papers had not yet arrived in New York from the West as of Thursday afternoon.)

AP editors evaluating the Moulder probe weighed it a cut above the average congressional investigation but below the Beck, Army-McCarthy and MacArthur hearings. There was an unofficial feeling that the element of tv adds "glamour" to the FCC investigation.

At INS, Managing Editor Paul R. Allerup called it "certainly one of the more important stories to come out of Washington this week," and said that a number of papers threw the FCC story into eight-column heads. A chronological sample of page one treatment:

Monday evening newspapers on Schwartz firing—*Cedar Rapids* (Iowa) *Gazette,* eight column banner; *Lafayette* (Ind.) *Journal & Courier,* eight-column banner (reporting Schwartz retained); Tuesday a.m.s on Schwartz firing—*Tulsa Daily World,* four-column head, lead story; *Seattle Post-Intelligencer,* two-column head, lead; *Memphis Commercial Appeal,* three-column, three-line head, lead; *Jacksonville* (Fla.) *Times Union,* lead (over Tunisia bombing which led many Tuesday morning papers); Tuesday evening on Subcommittee Chairman Morgan Moulder's resignation—*Wilmington* (Del.) *Journal-Every Evening,* page one; *Pittsburgh Sun-Telegraph,* eight-column banner, *Fayetteville* (N.C.) *Observer,* five-column head.

Wednesday morning on committee files turned over to Sen. Wayne Morse—*Wilmington* (Del.) *Morning News,* second place to Tunis lead; Wednesday evening on subcommittee executive re-grouping sessions—*Scranton* (Pa.) *Times,* second place to Presidential economic message.

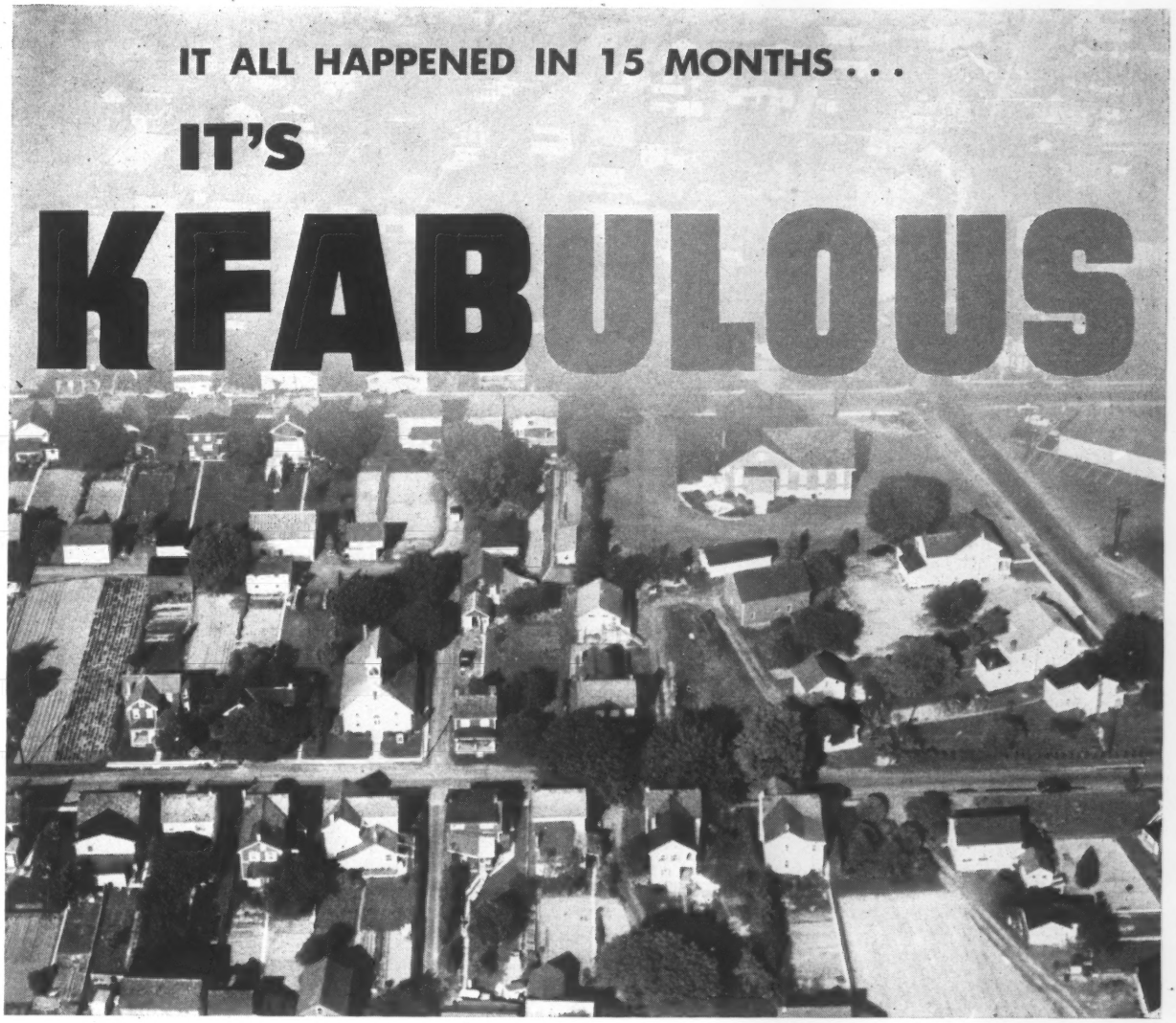
A UP spot check of 12 top newspapers in the East and Midwest (subscribing to UP and AP) shows the Schwartz item rising from an inconsequential place in Friday papers to page one in eight of them by Monday, with two others the *Boston Globe* and *Springfield* (Ill.) *Register,* giving it lead emphasis. The other two carried the FCC report inside Monday. By Tuesday, developments took lead place in five papers—*The New York World Telegram, Boston Globe, Raleigh* (N. C.) *Times, St. Louis Post-Dispatch* and *Hartford Times,* with seven other dailies playing the story page one. Later papers had not yet been screened by the UP.

In Chicago, all four newspapers front-paged the Moulder investigation throughout last week. The same play was given by all five papers in Los Angeles and the three in Washington, D. C. In the weekend quiet preceding the Schwartz dismissal, the *Tulsa Tribune* broke the development on charges that the committee counsel had padded expense accounts.

Papers rode the Capitol issue in editorials almost daily, with commentators and columnists also taking sides on alleged malfeasance by Comrs. John C. Doerfer and Richard A. Mack, Dr. Schwartz' and Rep. Moulder's conduct of the investigation, subcommittee strife and other facets of the probe. Last Thursday's *New York Herald Tribune* editorialized on "How Not to Investigate," illustrating the opinion with adjacent pictures of the late Sen. Joseph McCarthy and Dr. Schwartz, captioned "A Familiar Aroma." On Wednesday the *New York Times* put the issue up to the subcommittee's new chairman, Rep. Oren Harris, to carry out a "full and exhaustive inquiry." Among positions taken on Dr. Schwartz, pro and con: the *Chicago American* suggested evidence of a committee "whitewash" and said Dr. Schwartz should be given full rein "to substantiate his charges" against officials.

Washington papers, as others around the U. S., editorialized from day to day on the story, variously calling for Comr. Doerfer's resignation if he could not refute charges (*Post-Times-Herald*), praising and chastising the committee lawyer, commenting on his "whitewash "accusation and on the inquiry generally. The *Christian Science Monitor,* called the ouster of Dr. Schwartz "by no means a satisfactory answer to his charges" and called for a "real investigation." The topic also cropped up in cartoons and magazine pieces.

THE AFFAIRS *of the FCC are "must" coverage for the Washington news corps. This shot in the quarters of the House Commerce Committee shows a portion of the newsmen asembled for developments in the story last week.*



A new pulse survey of one half million homes shows the *new, revitalized* KFAB with a 30% increase in audience ...from 6:00 A.M. to midnight! This increase runs as high as 73% in key time periods. While this was happening, KFAB's area competition was experiencing an audience decline.

Now, a KFABulous Buy! You can reach 1,000 radio homes for 57 cents at 7:30 A.M....51 cents at 8:45 A.M.... 39 cents at 4:30 P.M....37 cents at 5:45 P.M....31 cents at 6:15 P.M.

Get all the KFABulous facts from any Petry man or E. R. Morrison, KFAB's General Sales Manager. KFAB is *by far* your best buy in the big Omaha market!

K F A B OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER KMTV

Represented by EDWARD PETRY & CO., INC.

The lady's not for yearning

Certain renowned opinion molders tell us this charming lady spends her day before the glowing screen longing to escape an unrewarding round of dishes, diapers and drudgery.

Much as we hate to dispute these savants, we are forced to conclude that this is so much mish-mash, at least insofar as our young Central Ohio mothers are concerned.

Our heroine enjoys the stimulating program fare of WBNS-TV, not to evade her domestic responsibilities, but to enrich their meaning. It did our hearts good, on a recent check-up, to find ourselves mailing out as many as 6,500 booklets on such "escapist" subjects as "Feeding Little

Folks", "Three Minute Cook Book" and "How to Care for House Plants."

The high percentage of renewals from advertisers attests to WBNS-TV's selling power. This television station, born and raised in Central Ohio, produces results which prompt canny agency time buyers to say, "If you want to be seen in Central Ohio — WBNS-TV."

WBNS-TV

CBS Television in Columbus, Ohio
Market center of two million people

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV.

McCANN-ERICKSON LANDS BUICK, TOSSES CHRYSLER TO RUNNERS-UP

- **Surprise coup by top radio-tv agency ups total billings $7 million**
- **Losing agencies flounder, then try to grab Chrysler on rebound**

The nation's top radio-tv agency last week bagged Buick and threw Chrysler up for grabs—ending a 14-year association while adding $7 million to its total billings.

Virtually out of nowhere, McCann-Erickson Inc. sprinted down the stretch to win the $23 million Buick account sweepstakes, after resigning its part of Chrysler's business (Chrysler, Chrysler Imperial, institutional and export advertising).

The action, ending eight weeks of indecision about Buick's new agency, was announced Thursday by E. T. Ragsdale, its general manager and General Motors vice president. The move promptly caused a clamor among other top agencies, some of whom had been pitching for Buick, for the disengaged Chrysler business. The choice of McCann-Erickson took the trade—and also the agency, a late entrant in bidding—by surprise, and it apparently prompted "no regrets" by the principals involved.

McCann-Erickson resigned the Chrysler business it had retained since November 1943 and formally takes over the Buick account June 1, 1958, the "termination" date of its contract with Kudner Inc. M-E, however, will start working on the account "immediately," according to Mr. Ragsdale. Kudner was fired last December, ending a 22-year association with Buick [ADVERTISERS & AGENCIES, Dec. 23].

MR. HARPER
THE DARK HORSE GOT IT

No estimates are available on the amount of broadcast billings involved in M-E's former portion of the Chrysler business, but overall advertising expenditures are estimated to be approximately $16 million—or perhaps one-sixth of Chrysler's total outlay for all its automotive divisions. (Parent Chrysler's overall television billings exceed $20 million.)

The remainder of its agency alignment will continue intact, according to Chrysler spokesmen—that is, Grant for Dodge, N. W. Ayer & Son for Plymouth, BBDO for DeSoto, among those accounts for the principal passenger cars. Chrysler's major tv properties are *Climax* and *Shower of Stars* on CBS-TV.

Along with M-E's share of Chrysler billing, the Ford Motor Co.'s $4-5 million Lincoln account still was hanging fire Thursday, giving agencies two automotive accounts to pitch for. Buick's selection of McCann-Erickson ended speculation that Young & Rubicam might inherit it after the latter dumped Lincoln. Other contenders were Benton & Bowles, Leo Burnett, Cunningham & Walsh and Compton Inc.

Mr. Ragsdale, in his formal announcement Thursday morning, noted the appointment "climaxed an eight-week search," during which the Buick Div. of General Motors "interviewed nearly a dozen top advertising agencies." He stated:

"After reviewing carefully all the presentations made by the agencies interviewed, we felt that McCann-Erickson best filled all the requirements deemed necessary for any agency to handle the Buick account."

In selecting McCann-Erickson, Buick went right to the top, choosing an agency which last year billed $103 million in radio-tv—about 52% of its overall $200 million billings—to lead the nation in broadcast activity [LEAD STORY, Nov. 25, 1957].

The disassociation of Kudner and Buick last December led to the resignation of Kudner President J. H. S. Ellis and a realignment of the agency's executive staff. C. M. Rohrabaugh was elevated from executive vice president to president [ADVERTISERS & AGENCIES, Jan. 27].

The sequence of moves leading up to the appointment of McCann-Erickson by General Motors for its $23 million Buick Division last Thursday actually started several weeks ago when Marion Harper Jr., president of McCann-Erickson, and Edward T. Ragsdale, general manager for Buick, met at the agency's office for an informal talk. No one but major executives in the television, research and creative departments at McCann-Erickson knew about the talks.

During the following weeks Mr. Ragsdale heard and saw presentations from at least 15 major advertising agencies. At no time was a formal presentation made by McCann-Erickson. But last Wednesday afternoon Mr. Harper was invited to Flint, Mich., and was offered the Buick Division. He accepted. The next morning (Thursday) Mr. Harper notified Chrysler Corp., whose billings are almost $20 million, that McCann-Erickson could no longer service the account.

The decision to pick McCann-Erickson reportedly was based on the fact that Buick wanted an agency strong in television.

Several reasons were projected for McCann-Erickson's decision to take on the $23 million Buick account while resigning the $16 million Chrysler business:

(1) McCann-Erickson wanted to go with the "leader"; (2) M-E hoped to get the General Motors Corp. institutional business, too, which has not been assigned to an agency since it was taken from Kudner. This would mean nearly $10 million more in billing; (3) M-E has handled the International Division of General Motors for the past 27 years and there would no longer be a car conflict with advertising of domestic Chrysler Corp.

Chrysler Corp. and McCann-Erickson have been together since 1943. Currently, Chrysler Corp. is sponsoring *Climax*, Thursday 8:30-9:30 p.m. on CBS-TV.

One of the ironic sidelights of the switch in cars for McCann-Erickson is that the agency currently is in the process of preparing a costly study in depth of auto sales and advertising, which was to be ready for Chrysler within the next few weeks.

Meanwhile, all 15 agencies which were in the race for the Buick business are busy dusting off their presentations to make a pitch for the Chrysler account. In addition, those agencies already handling Chrysler cars—BBDO for DeSoto, N. W. Ayer for Plymouth and Grant Adv. for Dodge—all will be considered for corporate advertising by Chrysler.

Chrysler late Thursday wouldn't discuss how many inquiries it had received from agencies seeking its footloose account. And spokesmen indicated they would have no comment "for several days." James Cope, vice president of Chrysler Corp. in charge of corporate market planning and advertising, issued a brief statement:

"It was quite agreeable to Chrysler Corp. for McCann-Erickson to resign the business. The relationship has been a pleasant one over the years but changes of this nature are not unusual. McCann-Erickson has been associated with Chrysler since November 1943." Mr. Cope could not be reached for further comment. (M-E inherited Chrysler's export business about 18 months ago from Ross Roy Inc., which still handles the Dodge truck account, plus certain sales training, promotion and merchandising assignments for other Chrysler vehicles.)

During the past year, Buick sponsored the *Patrice Munsel Show* on ABC-TV and *Wells Fargo* on NBC-TV, both on alternate weeks, and spent a limited budget in spot radio.

Although it is too soon to tell what McCann-Erickson's plans for Buick will be, it's assumed television will play a heavy part in promoting the car.

Adams Quits Esty to Assume KHUM Presidency, Management

Wendell Adams, with William Esty Co. for 11½ years, five as director of radio for the agency, resigned Friday to assume the post of president and general manager of KHUM Eureka, Calif.

The agency, which has not yet named a successor, is expected to announce its new director of radio this week.

Mr. Adams and Jock Fearnhead, vice president and general manager, WINS New York, purchased the station for $163,750. FCC approved the transfer in mid-January. Messrs. Adams and Fearnhead take over KHUM operations March 1.

WPST *look at who's keeping us company*

in MIAMI-AMERICA'S 17TH MARKET"

...BECAUSE THEY KNOW *channel 10's on top!*

TEN'S ON TOP *— Right! On top of* **1,329,000** *people, representing* **407,700** *families and* **357,555** *TV homes.**

TEN'S ON TOP *— Right! On top of more than* **3½** *million tourists who visit South Florida and Miami every year. So when you show it on* **WPST-TV** *you show it to the World!*

**Source—Television Magazine*

WPST TV

ABC NETWORK

Public Service Television, Miami, Fla.
Represented Nationally by Edward Petry & Co.

BAB-O PLANS RADIO-TV 'COMEBACK'

- **Babbitt drops newspapers, plans $1.6 million radio-tv push**
- **C-P veterans form agency to help cleanser regain position**

B. T. Babbitt Inc.'s Bab-O powdered cleanser will attempt to ride the "comeback trail" via radio and television, scrapping newspaper and Sunday supplement advertising. Effective today (Monday), Babbitt will participate some 20 times weekly on NBC Radio (through June 30), will buy "supplementary" spot radio in some of the larger Bab-O markets such as Boston, New York and Philadelphia, and late in March will give the radio push another whammy by purchasing tv spots in the top 20 markets.

All told, roughly $1.6 million will be spent in broadcast media between now and the end of June. Beyond that period, "anything can happen," according to officials at Brown & Butcher, New York, the newly-formed agency that will serve both as Babbitt's agency and as its advertising department.

Brown & Butcher succeeded Donahue & Coe and Doyle Dane Bernbach on Jan. 24. These two agencies had their Babbitt portions for no more than six months [AT DEADLINE, Jan. 27]. Although DDB resigned its $500,000 portion to allow Babbitt's new team to pick its own agency, Donahue & Coe was let go.

For B. T. Babbitt, the past few years have been anything but placid. From 1940-1951, Bab-O claimed undisputed reign over the powdered cleanser market. Then Colgate-Palmolive came out with Ajax, followed by Procter & Gamble's Comet and a host of "private labels" put out by regional supermarket chains. Babbitt likewise was number one in the liquid detergent field with Glim, which at its zenith spent $2 million in advertising. Today, it spends no more than $500,000, ranks fourth to Lever's Liquid Lux ($3.5 million total advertising, 92% in broadcast), P&G's Joy ($4.1 million in advertising, 100% in broadcast) and C-P's Liquid Vel ($2.6 million in advertising, 85% in broadcast).

With Babbitt's plummeting sales came a number of internal management shakeups. Last summer, trustees for the company upped President Samuel Mendleson to board chairman, and placed the fate of B. T. Babbitt in the hands of a "management team" consisting of management consultant Harold H. Shincel and A. O. Samuels, founder of Connecticut Chemical Research Corp., parent firm of what is now Babbitt's Bostwick Labs Division. Other changes were made on advertising and marketing levels, including the reassignment of products from Dancer-Fitzgerald-Sample, Maxon Inc. and Cohen & Aleshire to Donahue & Coe and Doyle Dane Bernbach [ADVERTISERS & AGENCIES, July 22, 1957]. Apparently, Babbitt's troubles weren't over, for on Dec. 4, 1957, at a special board meeting, the trustees elected Marshall S. Lachner president and chief executive officer. Mr. Lachner had just resigned as president of Pabst Brewing Co., Chicago, a post he had held since early 1956. Before that time, he spent 16 years with Colgate-Palmolive Co., leaving C-P as vice president of the soap division.

Mr. Lachner wasted little time in reorganization. He brought into the company several of his close associates hailing back to their mutual days at Colgate-Palmolive. Among them: Michael P. Frawley, 30-year veteran of C-P and most recently director of sales there, who was named executive vice president of Babbitt; Russell W. Thatcher, with the Kirkman & Son Div. of C-P, who was appointed administrative assistant to Mr. Lachner; Jack W. Sugden, Vel Brand manager at C-P, who became vice president and marketing director at Babbitt.

The post of advertising director, formerly held by Jules Trieb, was eliminated with Mr. Trieb's resignation earlier this month. Instead, Mr. Lachner called upon his old friend, advertising man Carl S. Brown, for a rather unusual solution: to eliminate Babbitt's internal ad department and instead make Babbitt's agency fully responsible for all advertising. This cut through the maze of red tape that often accompanies "the brand manager system."

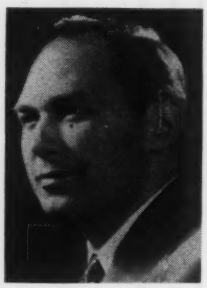
In January, Mr. Brown—having some months previously resigned $3.5 million worth of C-P billing ($2.5 million Halo, $1 million Vel Beauty Bar)—persuaded an old associate, Thomas C. Butcher, to quit his post as executive vice president of Lennen & Newell to join him for the formation of Brown & Butcher. Mr. Brown would become board chairman and Mr. Butcher president. It seemed a logical development. Mr. Brown in 1943 had established the New York office of Sherman & Marquette (now Bryan Houston Inc.) which at the time serviced a number of Colgate products. Mr. Butcher at that time had just joined C-P as assistant advertising manager (from Benton & Bowles where he worked on Colgate-Palmolive-Peet as copy chief).

After V-J Day, Mr. Butcher left C-P for Doherty, Clifford, Steers & Shenfield, now a Bristol-Myers agency, and later joined William Esty Co. as vice president and account executive on Fab (which he was instrumental in introducing). In 1952 he joined ex-Esty colleague Adolph Toigo at Lennen & Newell, now also a Colgate-Palmolive agency. Mr. Brown, meanwhile, was responsible for the introduction of Ajax, which spelled the decline for Bab-O, and in 1950 left S&M to form his own agency, using a considerable amount of Sterling Drug business as his keystone. Tom Butcher, upon joining Mr. Brown, invited Walter H. Wright, a former Esty-L&N colleague with considerable Colgate experience, to join the new agency as vice president and account supervisor on Babbitt. Mr. Brown then appointed Larry Barnard, C-P account executive at Carl S. Brown, to become account executive on Babbitt.

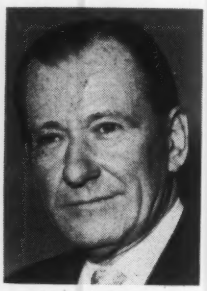
What of the "problems" and "plans?"

"The problem, simply, is to win back number one position for Bab-O," declares Mr. Wright. "But we know we must creep before we can crawl." He refers to the familiar "budget problem." Presently, Bab-O holds third position to Ajax and Comet. All three share 80% of the powdered cleanser market, Ajax claiming 39%, Comet 24% and Bab-O 17%. Runners-up include Purex Ltd.'s Blue Dutch cleaner and Bon Ami. Compared to Bab-O's $1.6 million all-broadcast allocation for the next six months, Colgate-Palmolive spends roughly $3.5 million on Ajax and P&G some $4 million on Comet. "It doesn't make our job easier," notes Mr. Butcher, "to realize how much the competition is able to spend—and we can't."

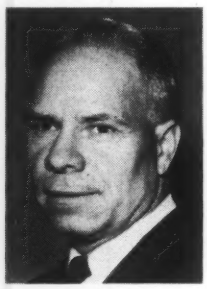
What Bab-O lacks in year-round allocations it will try to make up for with frequency and saturation broadcasting. Though Donahue & Co. reportedly had allocated



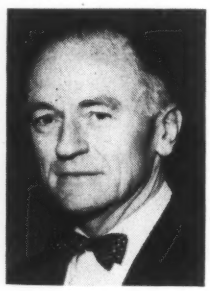
MR. LACHNER



MR. FRAWLEY



MR. THATCHER



MR. BROWN

MR. BUTCHER

MR. WRIGHT

EXECUTIVES *at Babbitt (Lachner, Frawley, Thatcher) and at the agency formed to handle the firm's products (Brown, Butcher, Wright) will be prime figures in the planning to put Bab-O back on top in the battle among powdered household cleansers.*

WFIL-TV BEGINS 'ROUND-THE-CLOCK SERVICE

● Inaugurates service to viewers in Delaware Valley U.S.A.

● Success of Triangle's Binghampton operation spurs move

PHILADELPHIA, Feb. 13:—For the first time in the history of Delaware Valley U.S.A., 'round-the-clock television will be made available to the hundreds of thousands of off-hour workers and viewers in this area, as WFIL-TV announces the start of 24-hour service, five days a week, beginning this evening.

Roger W. Clipp, vice president of the Radio & Television Division of Triangle Publications, Inc., and general manager of the WFIL Stations, said the 'round-the-clock telecasting commencing tonight will run until sign-off Saturday, February 22, and after that will be on a Monday through Friday basis.

In his announcement of the all night television service on WFIL-TV, Mr. Clipp also called attention to the interest created when a similar service, although on a seven day per week basis, was launched on Triangle's Binghamton, N. Y., station, WNBF-TV. WNBF-TV is the only station in the nation to telecast continuously, seven days per week, 24 hours per day.

Since the inauguration of continuous telecasting in Binghamton, Monday, February 13, hundreds of letters and phone calls have flooded WNBF-TV with expressions of appreciation and gratitude from viewers in Northern Pennsylvania and Southern New York State. Large portions of the letters and phone calls are from workers and from industrial concerns lauding the move as an outstanding service to what formerly was a neglected audience.

Now WFIL-TV offers this advance in television service to the more than 8,000,000 viewers in Delaware Valley U.S.A. It is another first in this area for WFIL-TV, the number one station according to the rating services and long acknowledged as a pioneer in the industry.

Commenting on the new WFIL-TV all night policy, Mr. Clipp said, "Within the thirty-eight counties in the WFIL-TV coverage area there are literally hundreds of industrial facilities, public utilities, institutions and companies whose employees are engaged in shift work. For this very large, and very important, segment of the population our new schedule provides service and entertainment previously denied them."

Among the many nationally famous industrial concerns whose workers are now able to enjoy the new WFIL-TV all night service are: U. S. Steel's giant Fairless (Pa.) works; the Radio Corporation of America; E. I. duPont de Nemours; the Scott Paper Co.; Rohm & Haas; the Budd Company; General Electric; Westinghouse Electric; Philco; Kaiser Metals, and the Atlantic Refining Co.

According to a survey conducted by the Industrial Council of the Greater Philadelphia Chamber of Commerce, seventy-eight percent of the firms in this area responding employ workers in two or more shifts. These are in addition to such facilities as hospitals, newspapers and printing establishments, firemen, police officers, railroad workers, and many other viewers whose duties end during hours when television stations here previously have been off the air.

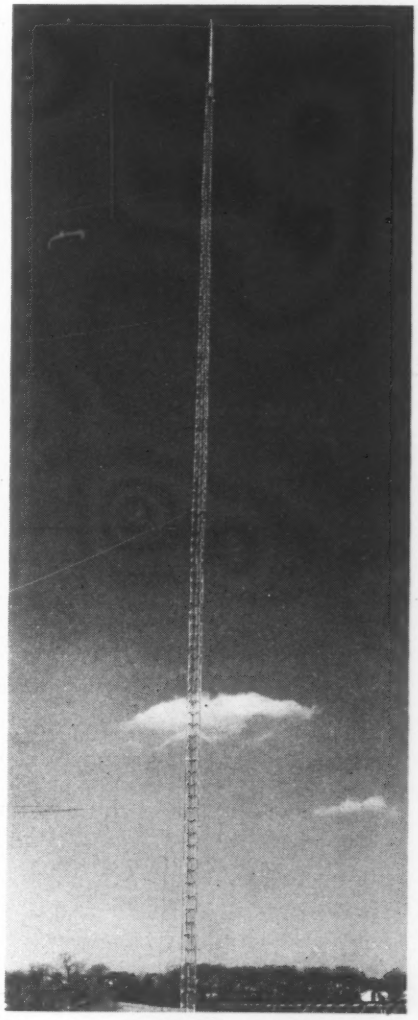
To provide these potential viewers with complete programming service, WFIL-TV will provide the finest in feature films from the Triangle Stations vast library. Included are features from MGM, Warner Bros., and Twentieth Century-Fox.

Among the most important aspects of the schedule will be newscasts, with up-to-the-minute summaries of international, national, and local news; complete weather forecasts; the latest reports on road conditions on a local and regional basis; stock market and farm reports, plus public service announcements covering local events of interest to viewers in the four-state, 38 country WFIL-TV coverage area.

To enable new viewers to participate in the new WFIL-TV all night programming, the station will also air news about plant activities in the area, along with social, civic, and fraternal organizations' future events announcements.

Viewers will also be invited to share in the program through a series of special features that include a competition to name the program; awards will also be made on each program to the four viewers whose letters come from the farthest point of the WFIL-TV coverage area, and awards will be made on each program to the viewer whose letter best describes why he or she enjoys the new service. These letters will be read on the program.

This "first" in Delaware Valley for WFIL-TV now joins a "leadership list" that includes such previous pioneering ventures as the first station in the nation to have its own daily local television newsreel; first to receive the famed Headliners' Club award twice; first to win the coveted DuPont Award more than once, and first station to telecast in color on a regular schedule in Delaware Valley U.S.A.

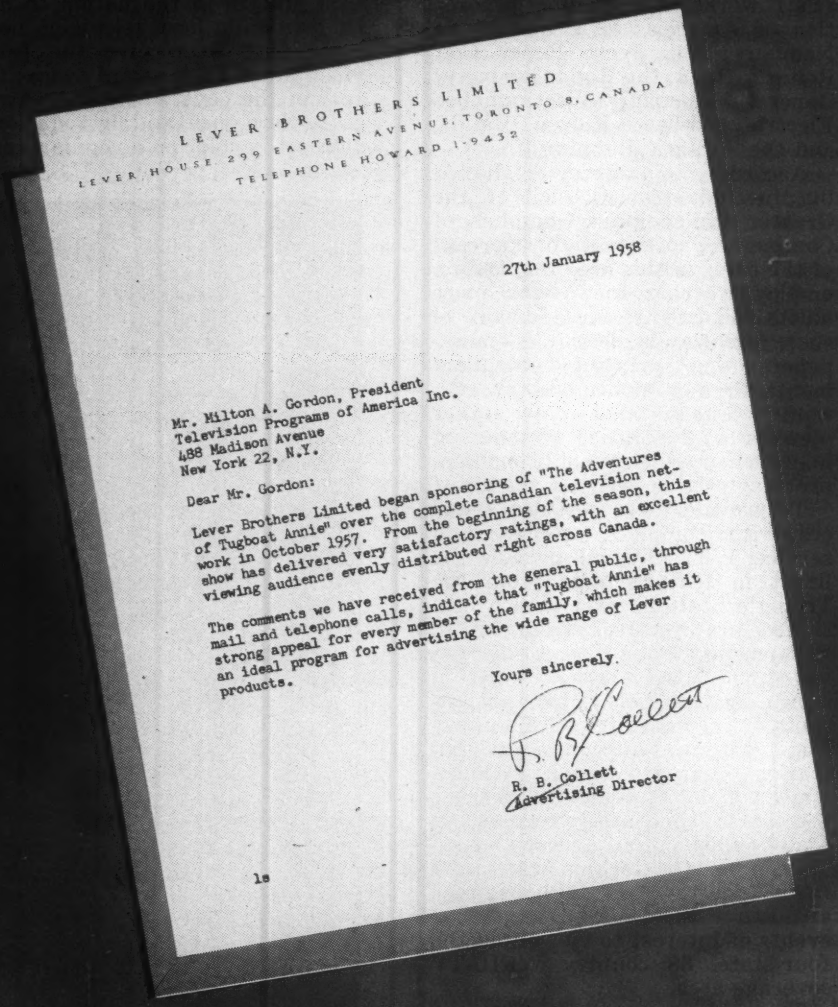


NEW WFIL-TV MAXIMUM POWER-MAXIMUM HEIGHT TOWER AND ANTENNA

The new WFIL-TV tower and antenna, put into operation December 15, with the new all-night operation will cover more than 8,000,000 people in a thirty-eight county coverage area which touches four states: Pennsylvania, New Jersey, Delaware, and Maryland. The new tower is 70 percent higher than the former installation, and delivers a one hundred percent increase in signal strength throughout the station's coverage area.

NOW—FOR THE FIRST TIME—A BRAND NEW FIRST-RUN

PRE-



LEVER BROTHERS LIMITED
LEVER HOUSE 299 EASTERN AVENUE, TORONTO 8, CANADA
TELEPHONE HOWARD 1-9432

27th January 1958

Mr. Milton A. Gordon, President
Television Programs of America Inc.
488 Madison Avenue
New York 22, N.Y.

Dear Mr. Gordon:

Lever Brothers Limited began sponsoring of "The Adventures of Tugboat Annie" over the complete Canadian television network in October 1957. From the beginning of the season, this show has delivered very satisfactory ratings, with an excellent viewing audience evenly distributed right across Canada.

The comments we have received from the general public, through mail and telephone calls, indicate that "Tugboat Annie" has strong appeal for every member of the family, which makes it an ideal program for advertising the wide range of Lever products.

Yours sincerely.

R. B. Collett

R. B. Collett
Advertising Director

ls

PRE-TESTED!

A Saturday Evening Post Success!

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories up to the present schedule, making Tugboat Annie a record-breaker in fiction series during the past 27 years. And this long run has been maintained and continues by public demand.

PRE-TESTED!

A Metro-Goldwyn-Mayer Success!

When Tugboat Annie appeared as a motion picture feature its success was so great that issue after issue of Variety, show biz trade paper, acclaimed it a box-office record-breaker in the top motion picture theatres of the nation.

The New York Times said—
"... the story is superior" and called Tugboat Annie "a boxoffice natural".

Television's newest star

the adventures of

TUGBOAT

TESTED

ALL-FAMILY SERIES AVAILABLE FOR LOCAL MARKET SPONSORSHIP

PRE-TESTED!

Chicago Audience Success!

92% of a Greater Chicago theatre audience rated "The Adventures of Tugboat Annie" a television favorite (Lake Theatre audience not previously informed that show would be included in entertainment for which they paid full admission price) in a test conducted and certified by Haskins and Sells, one of America's most noted Certified Public Accountant firms.

PRE-TESTED!

TV Ratings Prove Success!

Winnipeg—outrates Gunsmoke, December Bride, Wyatt Earp! Montreal—outrates Disneyland, Climax, Dragnet, Wyatt Earp! Vancouver—outrates Dragnet, Alfred Hitchcock, Disneyland! Regina—outrates Perry Como, Gunsmoke, Climax, Hitchcock! Toronto—brings in a 33.7% share within one month in this highly-competitive market (six stations divide share of market)!

—Elliott-Haynes, Ltd., Canada's number one rating source.

MINERVA URECAL *as* **TUGBOAT ANNIE**

WALTER SANDE *as* **CAPTAIN HORATIO BULLWINKLE**

ANNIE

tpa

Television Programs of America, Inc.

For private screening, wire collect or phone

MICHAEL M. SILLERMAN, *Exec. V. P.*

488 Madison Ave. · N. Y. 22 · PLaza 5-2100

68% of its Bab-O budget to radio, tossing the rest to newspapers and Sunday supplements, Mr. Lachner was not satisfied. He looked at D&C's media strategy for 1958 and found that its network schedule ran something like five weeks in, two weeks out, five weeks in, three weeks out, five weeks in —a total of 555 spots in 191 NBC Radio-connected markets. He felt the on-off technique would not be effective. When Brown & Butcher moved in, the agency tore up the initial NBC Radio contract and rewrote it so that between today and June 30 there will be a steady schedule on NBC Radio of some 20 spots a week (opposed to D&C's recommended 37 spots a week for five weeks). B&B also scrapped D&C plans for spot radio in 24 markets—again on an "in-and-out" basis—and put aside sufficient funds to place spot campaigns in whatever radio market needs them to bolster sales. The agency then took the $51,000 Donahue & Coe had scheduled for newspapers and Sunday supplements and funneled it to a tv spot fund which is yet to be tapped.

"We had so little time in which to get Bab-O off the ground," comments account supervisor Wright, "that we haven't had a chance to look at many of our other Babbitt products."

Glim, for the time being, will stay out of broadcast media, according to Mr. Butcher. Last fall, Doyle Dane Bernbach spent roughly $250,000 in spot radio over a 17-week period. Scanning the budgets of Glim's rivals—Liquid Lux, Vel and Joy—Mr. Butcher remarks that "considering Glim's best potential is in the metropolitan markets, we'll initially try to get more mileage out of placing newspaper ads on shopping days." Should this have less than satisfactory results, Glim no doubt will return to radio.

No plans have been drawn up as yet for Bostwick Labs, Am-O Powdered Ammonia or lye products. Also unknown: ad plans for Chemicals Inc., San Francisco—a Babbitt subsidiary producing Cameo copper cleanser and Vano liquid starch—since Brown & Butcher was not appointed for west coast operations.

Mr. Lachner and the "Colgate Alumni Assn."—as the advertising trade refers to the new Babbitt-Brown & Butcher team—feel that over-centralization may often kick astray the best-laid advertising plans. They hope—by eliminating such "excess baggage" as the brand manager and the company "media specialist"—to streamline advertiser-agency relations to the point where a one-line memo from Mr. Brown, Mr. Butcher or account supervisor Wright to Marketing Director Sugden is enough to trigger a national ad campaign without first having to submit an entire campaign for committee study. Mr. Butcher feels that "only by trusting an agency to do a complete marketing job can an advertiser hope to get the most from his ad expenditure." He added, "It makes us feel like skilled craftsmen rather than glorified messenger boys." Though Brown & Butcher will thus be Babbitt's sole ad department, compensation will be on a regular commission basis. "We are not a house agency," asserts Mr. Butcher.

While Brown & Butcher may also be concerned more than most agencies with actual field studies—taking over a function normally handled by client executives—the agency will "emphatically not" have anything to do with hiring, firing or other personnel work affecting Babbitt's marketing operations.

Brown & Butcher won't stand to collect commission until April when Donahue & Coe's 90-day cancellation clause expires. But the new agency is getting right down to its number one task: to help the client reverse its 1957 net loss of $520,000 into a profit of that size.

PONTIAC 'PRESCRIPTION' FOR SALES

Not everyone will agree with MacManus, John & Adams' claims that its client's Pontiac Chieftain has a "new," "bold" or "daring" look, but one thing is more or less certain: Pontiac's newest tv commercial does. It will be seen this Wednesday night during the *Victor Borge's Comedy in Music* spectacular on CBS-TV.

The commercial—lasting two minutes on film and produced through MJ&A by Bob Klager Productions Inc., New York—spoofs some of television's most blatant medical ads by adopting such cliches as "a dramatization," "in test after test," "exclusive miracle ingredient," "acts fast to increase the natural flow of . . ." and "nagging dullness." In fact, so close did the MJ&A team of Mark Lawrence, Ted Allegretti, Steve Bennett, and Jim Campbell come to capturing the basic copy themes of several medicinals that CBS-TV continuity acceptance insisted the agency first clear the rough shooting script with some of the agencies that might possibly take umbrage.

MJ&A did just that. To clear the line, ". . . the trouble is often what we call 'tired shopping,' a symptom of low price threesles," MJ&A went to Parkson Adv., agency for Geritol, which found nothing offensive in this spoof. But Ted Bates Inc., agency for Anacin, asked for—and got—a revision of a visual shot showing a profile of a head with lights that flashed on and off. Instead, the commercial uses a straight skull profile—no lights (see picture, upper left).

Playing both doctor and patient is rubber-faced comic Eddie Bracken. He employs all the tricks in the book—the sympathetic white-jacketed approach, the holding up of clipboard, and the gambit of leaning across the desk to strike the sympathetic, confidential "this-is-what-you-should-buy" pose.

Radio-Tv Best Buy In Slump—Pellegrin

Broadcast advertising—radio and television—should "stand up best" during a sales curve slump "because they are the most economical and effective advertising media in the world today," Frank E. Pellegrin, partner and vice president, H-R Representatives Inc. and H-R Television Inc., told the Advertising Club of New York's advertising and selling course last Thursday in New York.

"The time for advertising to roll up its sleeves, spit on its hands and work harder is when business is tough," he said. "That's when advertising men should turn in the feather duster and kid gloves—and go to work.

"Spot broadcasting in particular should forge to the front in times like these because of its greater flexibility and greater adaptability to any advertising problem," Mr. Pellegrin pointed out.

"A study was made by Leo Burnett Advertising last year of comparative cost-efficiency figures for four major media—of delivering a 'commercial' to a thousand listeners, viewers or readers," he recalled. The figures were radio, 97 cents per thousand listeners; television $1.21 per thousand viewers; magazines $4.84 per thousand readers; newspapers, $6.88 per thousand readers.

"Radio is admittedly the lowest-cost-of-all mass medium and 1957 was its record-breaking year. Television has been even more in

For the LION'S SHARE of Audience in OMAHA...

KOIL*

2nd Best Share of Audience

3rd Best Share of Audience

*HOOPER Dec. '57—Jan. '58

HOOPER	PULSE	TRENDEX
43.3 share Dec. '57—Jan. '58 8 AM - 10 PM	7.1 average rating Dec., 1957 7 AM - 6 PM	40.8 share Dec., 1957 8 AM - 6 PM

Buyers agree it's...

24 Hours A Day

KOIL

Avery-Knodel National Representative

A VITAL FORCE IN SELLING TODAY'S OMAHA

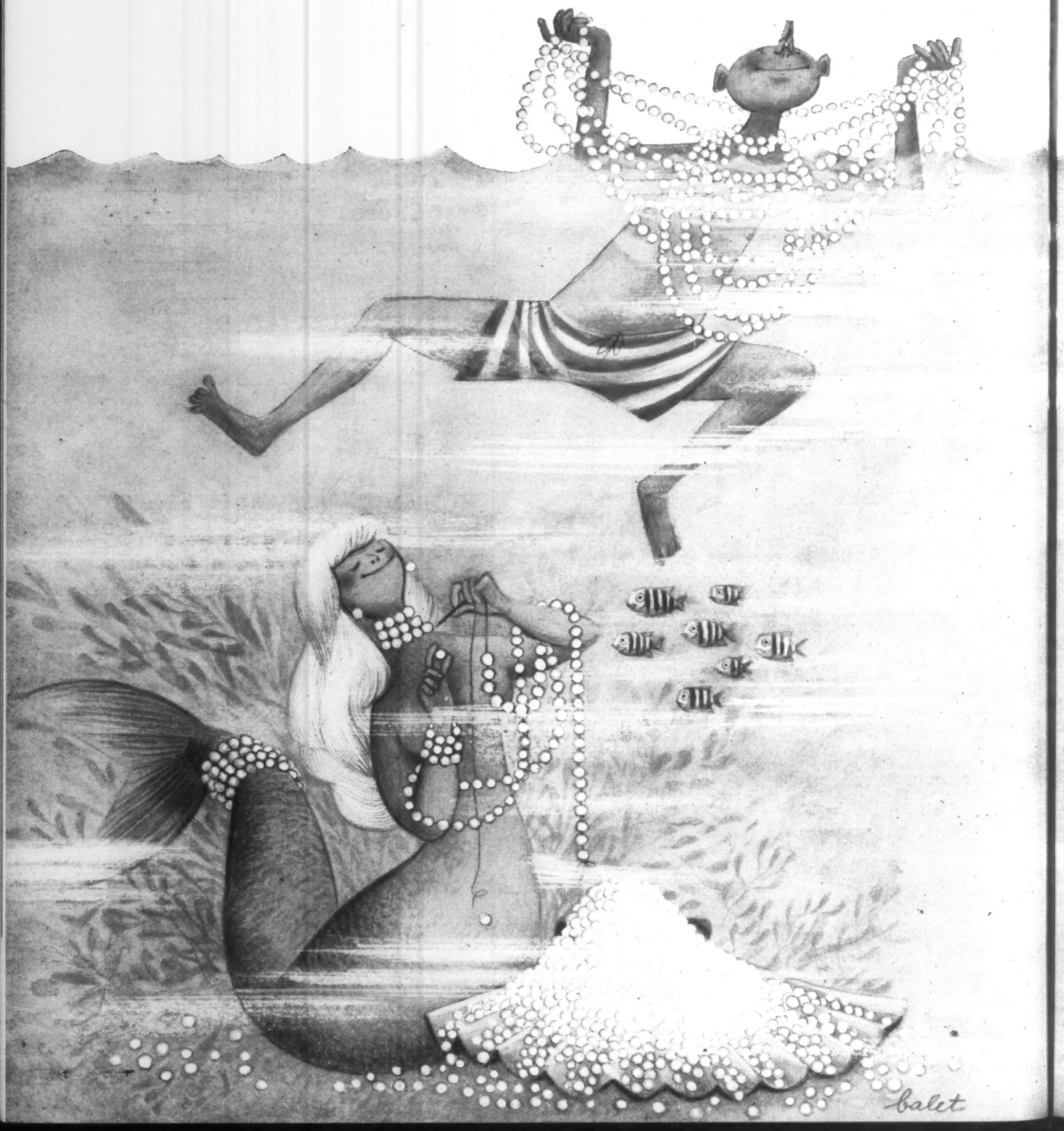
with more than twice as many listeners as any other station

DON W. BURDEN, President

COMING SOON **KMYR** DENVER 5 KW 710 KC*

*Subject to FCC Approval

"He must know a good sp



d spot"

Like Ted Bates & Company, whose timebuyers are the industry's largest purchasers of spot television. Naturally, they're experts. At Ted Bates, each market is carefully analyzed to determine the most effective television station. Data from the agency's own research department are checked and re-checked, as are market and station facts furnished by CBS Television Spot Sales.

The outcome? During the past year, the Ted Bates timebuyers bought spot schedules on WTOP-TV, Washington, D. C. for eleven of their clients... major clients like American Chicle, Anahist, Brown & Williamson Tobacco, Colgate-Palmolive, Continental Baking, Minute Maid, Standard Brands and Whitehall Pharmacal.

Good spot to be in, say Ted Bates *and* 364 different national spot advertisers currently placing campaigns on the 13 stations and the regional network represented by...

CBS TELEVISION SPOT SALES

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

the spotlight because of its higher rates and more dramatic appeal, hence has been getting closer scrutiny.

"True, television rates have gone up, but not as fast as its circulation. While its rates have increased moderately, its audience is rising faster than costs. The number of television homes increased by another 3 million in 1957, and a further increase of 2 more million is forecast for 1958. The number of sets sold climbs annually with multiple-set homes now coming into fashion, and with sets-in-use showing a steady increase, up 5% in the past year. Its cost-per-thousand was again lower in 1957 than in 1956, showing a 12% drop in the past two years.

"By contrast, newspaper rates rose 2½ times faster than circulation last year, and magazine cost-per-thousand was up 22%.

"According to the latest Sindlinger Report, for the week of Jan. 26-Feb. 1, 1958, Americans spent a total of 2,236 million hours watching television, 922 million hours listening to radio, 402 million hours reading newspapers, and 217 million hours reading magazines. Most business men will find these figures significant."

Strubling Retires From Compton As Vice Chairman of Board

John K. Strubling Jr., vice chairman of the board of directors of Compton Adv., New York, has retired from the agency after 18 years, Barton A. Cummings, president, announced last week. Mr. Strubling joined the agency as an account executive in 1939, then became an account supervisor and vice president, heading a variety of package accounts. He was elected a member of the board in 1950, became executive vice president in 1951 and vice chairman of the board in 1955.

MR. STRUBLING

The agency increased its billing from $17 million in 1947 when the new management—composed of Mr. Strubling, Robert D. Holbrook (now chairman of board), Leonard Bush, Frank Griffin and Thurman L. Barnard—took over, to $70 million in 1957.

Nielsen Sets Chicago Expansion

A. C. Nielsen Co. plans to expand its Chicago headquarters building, providing larger quarters for its broadcast and food-drug division, it has been announced by A. C. Nielsen Jr., president of the market research firm.

Another floor with 11,000 additional square feet will be constructed, he told 400 employes at a service awards dinner. Extra space will include private office space for client service and administrative personnel of both divisions. Mr. Nielsen described the project as the latest in a series of space expansions which include New York, Menlo Park, Calif. and new European headquarters in Oxford, England.

MARYLAND MOVES TO KILL AD TAX

- **D'Alesandro switches, backs state plan to end tax by Jan. 1**
- **AFA's Proud asks Baltimore mayor to rescind for this year, too**

In the wake of Baltimore Mayor Thomas D'Alesandro's decision to abolish local advertising taxes after 1958, the Maryland State Legislature late last week was hard at work on legislation that would erect permanent safeguards against future ad taxation.

Mayor D'Alesando's Feb. 8 about-face was a surprise, though not totally unexpected. As predicted by ad tax opponents, the ordinances were beginning to be a depressant on local business, much more costly than the tax dollars expected to be realized.

The mayor professed his change of mind was influenced by the general business recession. But his immediate support of the state bills to outlaw ad taxation after next Jan. 1 indicated a fuller appreciation of the shortsightedness of such levies.

Identical bills, sponsored by the Maryland Advertising Council Inc., headed by agencyman Joseph Katz, were introduced last Monday in the Maryland state legislature by Senate President Louis L. Goldstein, Democrat from Calvert County, and by House of Delegates Speaker John C. Luber, Democrat from Baltimore's Fifth District.

The bills have strong support in both houses and Gov. Theodore McKeldin has announced he would sign the measure into law.

A disruption to processing of the bills did occur last Wednesday in House and Senate committees which held up action following a question as to whether some of the legislation's language is much broader than intended. Certain delegates and senators said that in its present language the bill might be construed as exempting advertisers from normal income taxes.

Mr. Katz immediately issued a statement that the Maryland Advertising Council would support any clarifying amendment needed to "avoid any possible confusion." He said that everyone connected with advertising pays, and wants to continue to pay, a fair share of all taxation, adding: "We object to special taxation levied only against advertising."

Another question raised by the House Ways & Means Committee was whether it is necessary to enact a law specifically prohibiting special taxes on advertising. Members, however, said they do not want to give any false impression that they favored an advertising tax.

Senate Finance Committee approval was delayed pending an interpretation from the State Income Tax Department as to how the bill in its present language would affect other taxes now being paid by advertisers.

In calling for elimination of the ad levies, along with certain other local taxes, Mayor D'Alesandro said, "We are in the midst of a nationwide recession. . . . Business needs a shot in the arm." New Baltimore ordinances to stop the levies after this year are to be introduced today. No opposition is expected.

The Baltimore taxes, enacted last November, went into effect Jan. 1 over bitter opposition. Sixteen suits by media and local groups have been consolidated for circuit court hearing next month [ADVERTISERS & AGENCIES, Feb. 3].

While the mayor's tax repeal plan was generally hailed, many observers' concern still centered on the March circuit court hearing at which it is hoped the illegality of the ad taxation will be established. Other cities, watching the outcome of the suit, conceivably could become more than spectators should the ad tax principle survive court testing.

A spokesman for the A. S. Abell Co., publisher of the Sunpapers and operators of WMAR-TV Baltimore, emphasized that the suit "involves a principle, not only for Baltimore but also for the rest of the country."

It's also noted that, regardless of the D'Alesandro decision, Baltimore still faces advertising taxation for the rest of this year.

That point was raised last Wednesday by C. James Proud, president and general manager of the Advertising Federation of America, while congratulating Mayor D'Alesandro on "good political and economic judgment" in changing his attitude. Mr. Proud said that continuing the tax until yearend is doing business a "serious injury." He asked why the mayor, in view of his new attitude, does not rescind the taxes as of last Jan. 1. "This, it would seem to AFA, is the only honest way to rectify a serious wrong," Mr. Proud declared.

AFA Board Chairman Robert M. Feemster Feb. 7 again warned a Milwaukee advertising session that the tax idea could "spread like wildfire" if the Baltimore court case is lost. He suggested that tax proponents regard media as a "fat cat and whipping boy without realizing that most goods are sold through advertising alone."

Mr. Proud carried the AFA campaign to Harrisburg, Pa., last Tuesday where he urged the Pennsylvania Newspaper Publishers Assn. to conduct an aggressive public relations campaign to "scotch the spread of

DOWN THE RIVER

St. Louis Alderman Alfred Harris seems to have abandoned his idea of an advertising tax in that city [ADVERTISERS & AGENCIES, Feb. 3]. Municipal authorities currently are studying other means of getting needed revenues. An agency executive there last week told BROADCASTING: "The tax proposal is all but dead to all intents and purposes. Alderman Harris apparently has been convinced this is not the way to raise additional monies for the city."

now playing . . .

THE GREAT TV-RADIO BUSINESSPAPER DERBY!

or, It May Not Be Sporting to Bet On a Sure Thing,
But Boy! — Is it GOOD *Business!!*

A Timely Drama in Five Acts — with a moral you can cash at the bank.

DRAMATIS PERSONNÆ (meaning a cast wherein some are *really* characters!)

BROADCASTING Magazine ..... a distinguished and well-known personality, widely respected as "THE Businessweekly of Television and Radio".

Publication "B"
Publication "C"
Publication "D" } ..... pseudonyms for several contemporaries who also concern themselves with matters of TV and radio.*

Audit Bureau of Circulations ..... a pillar of the media-buying community (affectionately called "the A-B-C") and unswervingly espoused to the Goddess of Accuracy.

The Reader ..... a person of considerable importance with a mind of his own. (Though not a visible protagonist in our drama, his influence is constantly felt.)

The Advertiser ..... played by yourself.

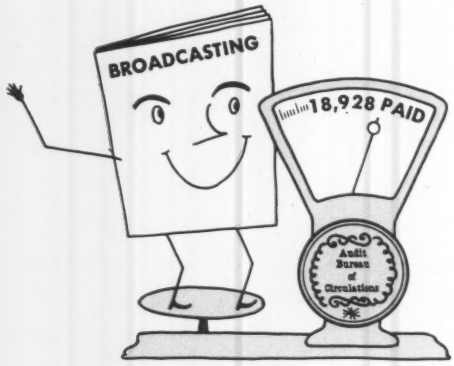
Others ..... assorted spear-bearers, hangers-on, opportunists & makers of crowd noises.

**In real life, these roles are assumed by three avid actors named Sponsor, Television, and Television Age.*

ACT I

the weighing-in of the jockeys

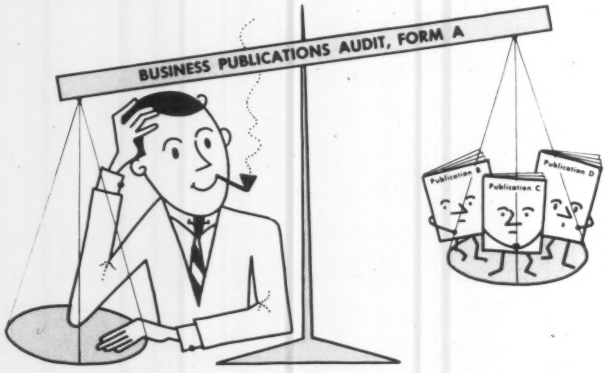
(OR HOW TO TELL THE LIGHTWEIGHTS FROM THE THOROUGHBREDS...)



THIS is a kind of scale—an honest-weight, no-springs scale.

It operates on the A-B-C standard for measuring a publication's *real* weight as an advertising medium (contrasted with other systems which ignore a phenomenon we might best describe as "free fall")

BROADCASTING weighs in on this scale. No other TV-radio businesspaper does. You have to be a member of the Audit Bureau of Circulations' doctrine to enjoy the privilege—and this means believing (as indeed BROADCASTING does) that *PAID* circulation is far more important than copies given away for free. *The premise: People only pay for things they want.*



Conversely, the Publications B, C and D weigh in on something like this. It's called "Business Publications Audit, Form A"—an ingenious system described frankly by B.P.A. in these words (with *our* underlines):

> "Form A is for publications that report no paid circulation. This form is used by the greater majority of B.P.A. members for the simple reason the greater majority have little or no paid circulation."
>
> B.P.A. Manual, page 3

GENTLEMEN—MOUNT YOUR SCALES...

PAID CIRCULATION

BROADCASTING	**18,928†** 12/31/57 A-B-C
Publication B	**7,870** 11/9/57 Sponsor, p. 51
Publication C	**4,300** 12/1/57 Publisher's statement
Publication D	**4,600 estimated.** *Like Harpo, Publication D ain't talking.*

† *Fascinating aside:*
American Research Bureau finds the average weekly issue of BROADCASTING *gets 4.2 readers per copy. Such quadrupling beats any Daily Double—and means an audience of 79,497 a week.*

That's the *PAID* picture. In an honest race, though, nobody should be shortchanged. So here's the *total* circulation (handicapped for *PAID* and free) on everybody...

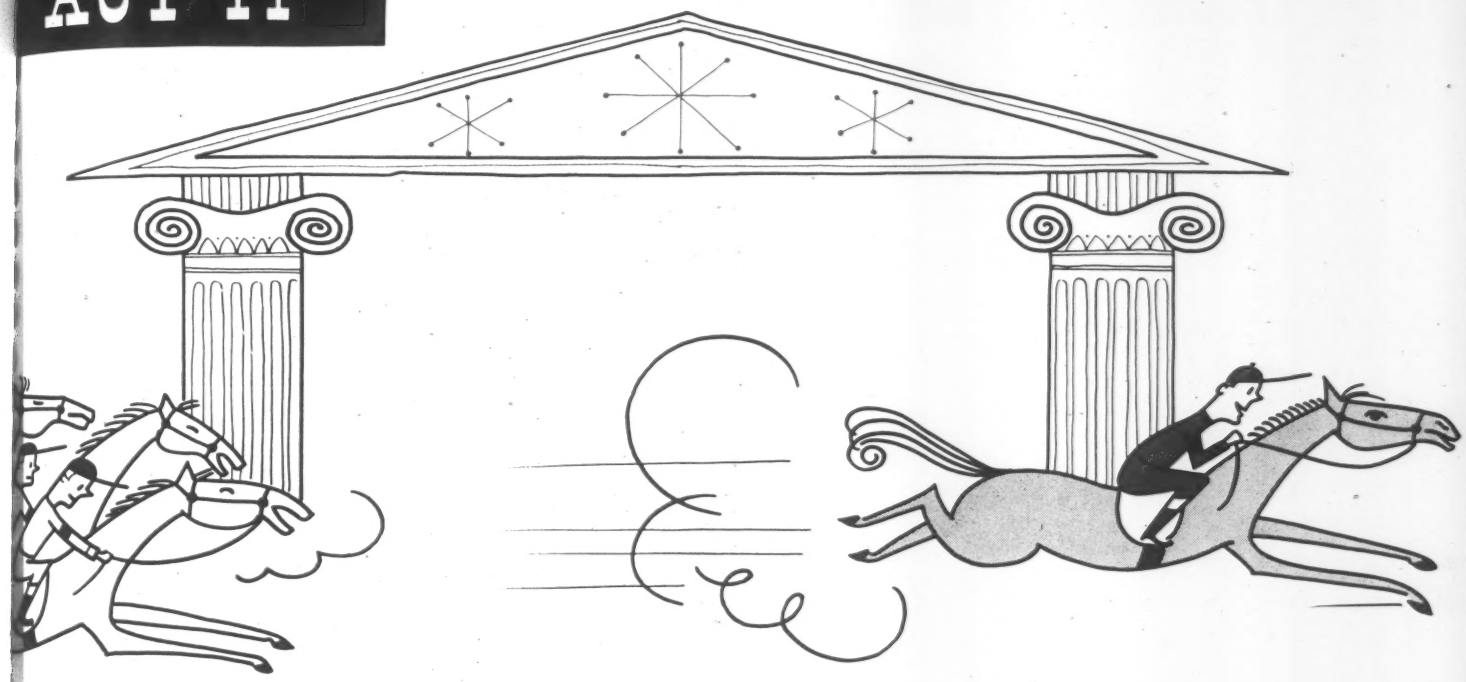
TOTAL DISTRIBUTION—PAID *AND* UNPAID

BROADCASTING	**20,441** 12/31/57 A-B-C
Publication B	**10,863** 6/30/57 BPA, Form A
Publication C	**7,091** BPRD, 12/57 BPA, Form A
Publication D	**7,967** 6/30/57 BPA, Form A

PAID
UNPAID

It is good to be generous. Unless, of course, one is being generous with somebody else's money. Like (say) with *your* advertising budget...

ACT II



they're off and running!

(BUT WHERE?)

(This track is fast—although the weather's not always clear. Unlike the method in conventional racing, it's better to place your bets while they're running.)

BROADCASTING is in the lead. Has been for over 26 years. And it holds the rail position, thanks (among other assets) to *more PAID* circulation among *agency-advertiser* readers than the other three TV-radio entries combined. Latest A-B-C flash on the board is 5,150 of 'em (and, *for you,* they're the best kind!)

Using sound research (no dope sheets), we know that normal office routing of copies parlays this *PAID* total into 21,630 agency-advertiser readers every week. Obviously, a romp-away!

What's more, BROADCASTING's *PAID* subscribers (averaging 20 per agency in the first 40 agencies) include most of the biggest betters in the field. About 1000 of them are at the nation's 40 largest-spending TV-&-radio agencies — who place *one billion bucks a year* in billings on the nose of television and radio. To win, suh!

On the straightaway, BROADCASTING also averages over 10 *PAID* subscribers among the **country's 40 biggest TV advertisers.** *They* spend (it is documented) something like $333,000,000 among the approximately 492 television stations now on the air. (Whether they pick *yours* as a "must" buy —and ditto goes for radio spot advertisers if you're in radio—*that* is up to you. And *how* you advertise.)

It's simple as this. BROADCASTING is several lengths ahead of the field . . . always has been.

Forget the tipsters. The *factsters* say: BROADCASTING costs you a lot less to gallop with than any of the others (B, C, or D). It carries you (1) more places where your advertising counts; (2) further in all directions; and (3) at less cost *per PAID reader* than any of the also-rans in the TV-radio field.

What more could one want? Dancing girls?

ACT III

at the far turn!

(AND WHO'S CHEERING?)

WHILE the one-sided contest is thundering around the track, let's take the opportunity to step up to the Clubhouse and look at some interesting track records.

Popularity, if solid, is built upon more than promotional hysteria. *(Aside to promotion man:* Steady, boy!) So we don't ask you to take *our* word that BROADCASTING is a real thoroughbred. Examine, instead, the why-&-how of BROADCASTING's dominance.

(This will be a lo-o-ng act. Get more popcorn, peanuts and champagne if needed.)

BROADCASTING is unquestionably where it is because of a matter of breeding. BROADCASTING was sired by Foresight out of Necessity in 1931. Since then (over 26 years) the line has been strengthened by Experience, Acceptance, Leadership and Initiative. Every one a winner!

Today, the stable colors of BROADCASTING have no rival in the racing progress of television and radio reporting. Its trainers (we call them editors) are the best in the business. BROADCASTING's news columns are currycombed by more of these experts than you'll find on the combined staffs of the next three publications. They help give BROADCASTING the muscle of track statistics like these:

- more pages than the other three books combined — averaging 122 a week, with 42% editorial and 58% advertising.
- they cover, sift, write and edit succinct reports of TV-radio happenings to the average of 76,369 words weekly — or almost 4,000,000 words in a year's time.
- they work from five logically-located offices in the U.S. and Canada (which not only put them near to news, but usually right in the middle of it).
- and, qualitatively, it isn't just their numbers and alertness that make these editors so remarkable. More importantly, it's the asset of growing-up-with, knowing, retaining the factual backlog that lets them distinguish *news* from idle stable gossip.

THE RESULT? A weekly product that's more than a product. It's a masterful profile of a major business, delivered on a rational platter more comprehensive than anyone else's.

And *THAT* takes some doing. BROADCASTING has, by background, what it takes to *DO*! And do it superbly!

(No wonder so many people PAY to get BROADCASTING every week.)

Brief pause for applause.

NOW, SIR (or Madam) . . .

While they're rounding the far turn, let's listen to the crowd. Our latest reader survey did exactly that. It canvassed nearly 2000 executives, nationwide, in the TV and radio advertising business. They were asked to evaluate a large group of contenders gathered in the paddock. Here's how the respondents responded:

- more than 9 out of 10 report reading BROADCASTING regularly.
- over 3 out of 5 say BROADCASTING merits most confidence for its editorial content:
- if only two publications were available, more than 4 out of 5 would want BROADCASTING (and 80% name it first choice.)
- almost 2/3rds give BROADCASTING top preference for its newsworthy reports of current trade events.
- for "news-in-depth", BROADCASTING wins 5-to-1 over the runner-up.
- AND — in the toughest track performance of all — in *"advertising impact"* — BROADCASTING swept home *3 times more often* as their favored advertising medium (and earned more mentions than Publications B, C and D together!)

(The curtain descends for a brief intermission so you can give this dramatic documentation the significant reflection its many aspects deserve . . .)

who bets his money on which?

(OR HOW TO TELL ODDS FROM ODDITIES)

IF you like long odds, better you should sacrifice yourself playing roulette. But if you're looking for a (pardon the expression) "sure winner," BROADCASTING is definitely the answer for you.

In pari-mutuel, the more people who bet on a horse the lower the odds go. But in advertising, the more people who bet on a medium, the more likely it is that they'll get the most for their money. *(Query:* You a gambler or a businessman?)

There is a sizable assortment of trade publication bookies . . . uh, *books* . . . that will take your money. What they pay you back in *results* is another matter. Which is why we must *re*-direct your attention to one *very* significant example of how BROADCASTING stands on the tip-sheets (as recorded by our last reader survey) :

Q. — "In which publication would an advertisement be likely to have the most impact on you?"

A. — BROADCASTING: 57.1%. Publication B: 18.7%. Publication C: 4.2%. Publication D: 2.4%. Other stragglers: 11.3%.

People who advertise obviously concur with this opinion. Last year BROADCASTING led the field by carrying *nearly as many pages as the next three* TV-*radio books combined:*

BROADCASTING	4164 pages
Publication B	2590*
Publication C	980*
Publication D	840*

* approximate

On other tracks, in other racing circuits, BROADCASTING also shows an excellent pair of horseshoes. Take, for instance, its total of 1957 pages when compared with *all* of the national newsweeklies:

Business Week	6024 pages
BROADCASTING	4164
Time	3361
Newsweek	3350
U.S. News & World Report	3084

Or in the even broader league of general circulation magazines:

The New Yorker	4983 pages
Life	4218
BROADCASTING	4164
Saturday Evening Post	3301

In the past year, over 1000 television and radio stations (and networks) bet their advertising money on BROADCASTING.

So did 90% of the TV-&-radio representatives . . . 100% of the major syndicators of TV films . . . 100% of the top manufacturers of various TV-&-radio equipment items.

Plus those, 167 assorted national institutional advertisers, advertising agencies and kindred organizations likewise put their money on BROADCASTING as the best way to win quick and positive results.

YOU couldn't do better if the race were fixed. (In an honorable way, it *is* — by sheer merit and reader preference!)

ACT V

they're coming up to the finish line!

AND NOBODY needs a camera to record the winner. It's really as if the race had been run in two divisions: (1) BROADCASTING, many lengths ahead, and (2) Publications B, C and D trailing 'way down the stretch.

What makes a standout champion like this? Let's line up the summary of facts for a grand, full-stage finale:

BROADCASTING reaches *a lot more people* . . . has more *PAID* subscribers (as measured and verified by A-B-C) than the next three publications harnessed together.

—more *PAID* circulation among agencies and advertisers.

—more *PAID* circulation among station management.

—more *PAID* coverage of everybody who's anybody in the whole business of television-&-radio.

BROADCASTING — almost exclusively — reaches people who *want* to read its pages. *They prove this by being willing to PAY to receive it weekly!*

BROADCASTING, furthermore, is *actually* —and *regularly*—read by its audience. This is attested in survey after survey after survey, run for over 20 years.

BROADCASTING is consistently and universally recognized as THE businessweekly of television and radio—for both spot news and "news-in-depth."

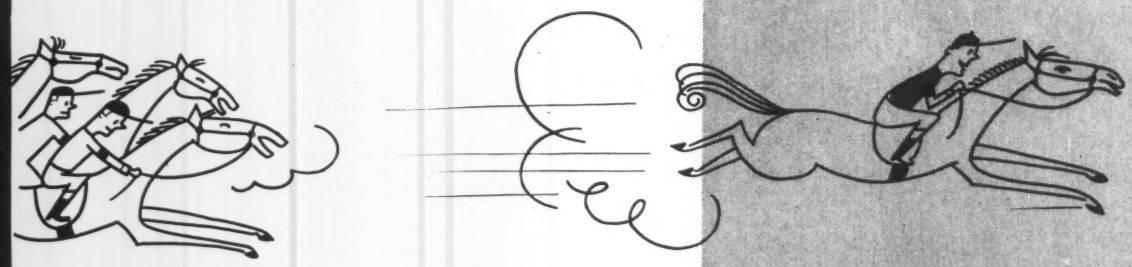
BROADCASTING is far-&-away the *preferred* medium . . . the *prestige* medium . . . of those who advertise to the TV-radio business. Witness its 4,164 pages of advertising.

IN SHORT (if you can be short about so many different kinds of superiority), your money rides further, gets there first when your advertising saddles up with BROADCASTING!

For a real happy ending (as the sun sets over our competition), why not join the company? Step on stage and bring your advertising into the Winners' Circle. Accept around your shoulders the flowery Horseshoe Wreath of success (guaranteed allergy-free for hayfever sufferers.)

BROADCASTING plays this starring role in "The Great TV-Radio Businesspaper Derby", 52 times a year. There are no understudies. A most profitable play (for you) . . . and no standing in line, either. Every seat is on the aisle. Glad to reserve yours for a performance to start whenever you say!

In racing parlance, things go Win, Place and Show. The procedure with BROADCASTING is a bit different. First you PLACE (advertising, of course) . . . then you SHOW (your message—where it's really seen) . . . and, finally, you WIN (as those who know really KNOW)!



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

EXECUTIVE AND PUBLICATION HEADQUARTERS

1735 DeSales Street, N.W., Washington 6, D.C.
Telephone: MEtropolitan 8-1022

BUREAUS

444 Madison Avenue, New York 22, New York
Telephone: PLaza 5-8355

360 N. Michigan Avenue, Chicago 1, Illinois
Telephone: CEntral 6-4115

6253 Hollywood Blvd., Hollywood 28, California
Telephone: HOllywood 3-3148

punitive advertising taxes." If the tax idea gains greater momentum, small business will suffer, he said.

Since the inception of the ad tax idea, AFA has joined the fight against such levies in all cities threatened. In addition, it has been actively conducting orientation programs on ad tax dangers for all cities.

The California Newspaper Publishers Assn., meeting in Coronado a fortnight ago, lent its voice to condemnation of advertising taxation. Among other things, CNPA said the levies could become a method of exacting vengeance on newspapers for criticizing politicians.

MJ&A Said to Be Planning International Affiliations

MacManus, John & Adams, Bloomfield Hills, Mich., soon may have a number of international addresses, it was learned last week. The agency reportedly is set to pull the wraps off an arrangement whereby MJ&A will maintain a "network" of affiliated agencies in 35 foreign countries in Europe, Africa, South America, the Far East and Australia.

MJ&A already maintains Canadian offices in Toronto, but this step will place it in a position to compete with giants such as Grant Adv. and J. Walter Thompson for client business seeking globe-wide servicing. Reportedly slated for the post of vice president in charge of MJ&A International is John H. (Jack) Byrne, presently assistant account supervisor on Dow Chemical Co. Mr. Byrne is understood to be moving to New York to set up operations for MJ&A International.

Abbott Kimball, Grant Adv. Reported on Verge of Merger

Abbott Kimball Co., New York, was reported last week to be on the verge of completing negotiations which would merge that agency with Grant Adv., Chicago. Although the agencies involved confirmed that talks have been conducted over a period of several months, they declined to acknowledge an agreement has been signed. It was learned from other sources that the transaction is expected to be completed shortly.

The merger, if accomplished, would bring together one of the top agencies in billing in the country (Grant Adv. with 1957 billing estimated at $90 million) and Abbott Kimball, a comparatively small agency which nevertheless has strength in Los Angeles and San Francisco (1957 estimated billing, $5 million). Grant Adv. is particularly strong in Chicago, Detroit and New York and in the overseas markets.

New Firm Offers Copy Writing

Formation of Copy Writing Services, 516 Fifth Ave., New York, to serve both advertisers and agencies has been announced by Arthur J. Daly, formerly director of radio-tv with Ogilvy, Benson & Mather, New York, and Mary E. Dornheim, previously with Burr Tilstrom, creator of *Kukla, Fran and Ollie* in Chicago. Radio-tv copy is included in the firm's services. Copy writing will be done by freelance writers. Telephone: Oxford 7-7763.

DURGIN CONTINUES NBC DEFENSE OF TV

- **Audience: RTES seminar**
- **Warns against tv stinting**

NBC last week fired another round in its counterattack against charges of unreasonable tv costs [LEAD STORY, Jan. 13].

Vice President Don Durgin, NBC-TV's national sales manager, chose a platform provided Tuesday by Radio & Television Executives Society's timebuying and selling seminar in New York to detail NBC-TV's appraisal of the medium it sells. Most of his talk covered network tv costs, audiences delivered and values returned as prepared by his network's research department and reported in BROADCASTING [ADVERTISERS & AGENCIES, Feb. 10].

MR. DURGIN

Said Mr. Durgin:

"I submit to you that tv really is the most economical of media, as well as being effective and efficient." Mr. Durgin asserted that two agency executives were described in BROADCASTING's Feb. 10 article as indicating in statements that one desirable way to lower costs and increase efficiency is to reduce station lineups.

"While this is the classic way to increase efficiency and reduce costs when buying spot, it is, according to exhaustive Nielsen research on the subject, the costliest way to reduce costs and efficiency in network because optional stations add more in audience than they do in cost and do so progressively as you reach full network by contributing important audience within the basics' coverage area as well as expanding the coverage area beyond the reach of the basics," Mr. Durgin continued.

(Presumably Mr. Durgin by his references to "two agency executives" in BROADCASTING's article was singling out C. Terence Clyne, senior vice president in charge of tv and radio for all McCann-Erickson offices, and Ted Bergmann, president of Parkson Adv. In the article McCann-Erickson Vice President Clyne had pointed to a three-way solution for rising costs, one of them a reduction in the size of station lineups, while Mr. Bergmann predicted that eventually an examination of time costs would be made on a market by market basis with an assessment made on the total cost of the full network.)

Mr. Durgin declared that "the economy of tv is being questioned" in part because "at this time companies caught in the profit squeeze of lower net income despite rising sales volume need to come up with extra cash for dividend or other purposes." He said that in some cases top management "cannot resist the opportunity the advertising budget presents to realize this cash" and, because tv "represents very often the biggest single budget (not to mention the biggest single producer of sales)," chopping off the medium offers the "easiest way out to recover a quick $2.5 million [roughly the cost

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Feb. 18, 25 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Feb. 21 (7:30-9 p.m.) *DuPont Show of the Month*, DuPont through BBDO.

Feb. 25 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco Div. of General Motors through Campbell-Ewald.

NBC-TV

Feb. 17, 24 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

Feb. 18-21, 24-26 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Feb. 18 (8-9 p.m.) *The Jerry Lewis Show*, Oldsmobile through D. P. Brother.

Feb. 19, 26 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Feb. 20 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Feb. 20 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Feb. 22 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Feb. 22 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO and Toni through North.

Feb. 23 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

Feb. 23 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby; U. S. Time Corp. through Peck Adv., and Greyhound Corp. through Grey Adv.

Feb. 23 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Feb. 25 (8-9 p.m.) *George Gobel-Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

to an advertiser of an alternate sponsorship of a half-hour network tv show over a 52-week period], at once the easiest and most perilous way to 'save' money," warned Mr. Durgin.

In substance, Mr. Durgin urged caution by the advertiser who would axe his tv allocation because of the apparent big sum expended, noting that investigation bears out that the medium is efficient and economical, that it is a "unique pipeline to profits" and that it produces "more money per dollar invested in sales than slower moving, less hard-hitting media."

Returning to the cry of high costs of television, Mr. Durgin said: "In answer to the statement of Phil McHugh of Campbell-Ewald [Philip L. McHugh, television-radio vice president] that audience is down this year vs. a year ago, Pete Cash of TvB a month ago and Hugh Beville of NBC this week in BROADCASTING have made a very simple and direct answer on a solid Nielsen basis. Phil McHugh was fair enough to reply: 'Actually, the purpose of my statement was to ask where do we go from here?' "

(The gist of Mr. McHugh's position: There is an approaching saturation in tv homes and a "three-way split" of audiences with the rise of ABC-TV as a network force; thus, "the argument that the advertiser must pay more each year for time and talent is losing—and in many cases already has lost—its validity. Demands for increase, based on increased viewer audiences, soon may be answered: 'What increases?' ")

Other areas covered by Mr. Durgin:

1. NBC-TV now is presenting agencies and advertisers with more than 25 new properties for the 1958-59 season and "naturally only a few of these programs can end up on the air." On programming "trends," the dramatic show with a western setting is proving popular; the family type "comedy" is successful and "much in demand"; mysteries currently are an "under-represented" category; live quiz shows present advantages to the advertiser of on-camera identification, flexibility and low cost, and new and "off-beat" ideas are "welcome . . . should be encouraged and pursued."

2. The "matching of advertiser to program for maximum sales effectiveness . . . dictates adherence to the normal sponsorship patterns of the past season." He made it a point that NBC-TV does not intend to sell participations in the 7:30-11 p.m. basic evening programming period, nor would it make "spot carriers" of certain programs. He said he believes CBS-TV similarly is against such selling practices, but that ABC-TV is reported to be considering the expansion of nighttime half-hours sold as participating spot carriers. "NBC-TV and CBS-TV will undoubtedly resist it," noted Mr. Durgin, because the practice "ultimately negates one of the unique advantages of network as a sales medium and operates to injure the traditional station-network relationship."

is what it makes when YOU buy KJEO-TV. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

Wilson & Co. Appoints K&E For $1.5 Million in Billings

Wilson & Co. last Monday announced the appointment of Kenyon & Eckhardt Inc., Chicago, as agency for several meat products accounting for about a third of its estimated $4.5 million in advertising billings.

Kenyon & Eckhardt will service Wilson's ham, bacon, sausage and canned meat products, with the assignment date still to be determined. It inherits the business (about $1.5 million) from Needham, Louis & Brorby [ADVERTISERS & AGENCIES, Jan. 20]. Unaffected by the new appointment is Wilson's Ideal Dog Food, Bakerite, B-V and Wilson sporting goods account, currently handled by Roche, Rickerd & Cleary, Chicago, and representing about $3 million in billings.

K & E was chosen from a field of over 35 agencies which made presentations, according to Mark Cox, Wilson's director of advertising, sales promotion and public relations.

Mr. Cox stated, "We feel the local flexibility of the Kenyon & Eckhardt Chicago office will be well suited to our particular operation." Finalists in bidding were determined by a method of "weighted values" imparted to "performance levels in many areas of measurement," he reported.

'MR' Helps, But Doesn't Replace Ad Judgment, Britt Tells AMA

Psychological research in advertising can be invaluable in helping to determine marketing strategy but it is not a substitute for advertising judgment, Dr. Steuart Henderson Britt, professor of marketing, Northwestern U., Chicago, told the annual marketing conference of the American Management Assn. in New York last week. He said such research can help in developing ideas, copy slants, selection of media and choice of special promotions. About 500 marketing executives attended the Monday-through-Wednesday meeting.

"There are thousands of instances of the supposedly magic word 'psychology' being bandied about to impress advertising men and businessmen," he said, "and there are, unfortunately, organizations that have 'sold' motivation research far beyond the bounds of scientific ethics." He explained he has found that these techniques, used along with other marketing research techniques, "are often quite helpful." He warned that "the danger is in thinking that these techniques alone will produce conclusive answers to all problems."

Richard D. Crisp, Richard D. Crisp & Assoc., Chicago, reported formal marketing programs are growing rapidly in popularity among U. S. firms based on a survey which drew 195 company responses. He said there had been a 400% increase in established market research departments with a gain of 60% since 1952. The research activities of these departments, whether new or old, also "are far broader than they used to be," he said. A sharp increase in attention to what competitors are doing also was reported by the survey.

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES INC.

We've been moving steadily forward, since the day H-R was started by a group of Working Partners. Our list of stations has had a healthy growth; our staff has steadily increased; we've added offices from coast-to-coast. Yet while we have been moving forward, the basic character of H-R has never changed. The H-R Partners are still Working Partners and today, as when we started, "we always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
FInancial 6-6440

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

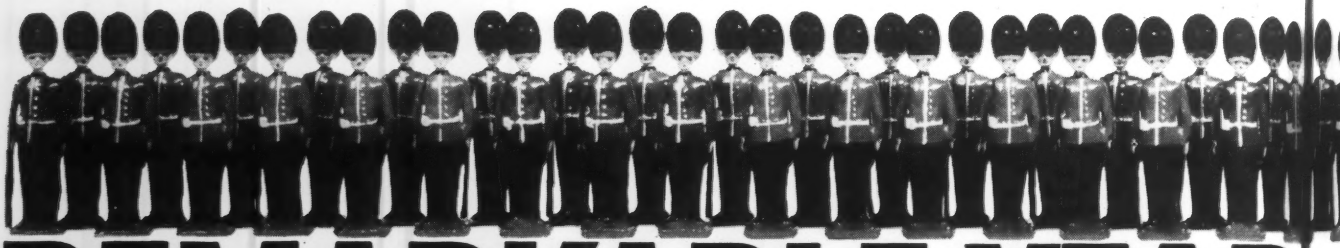
416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

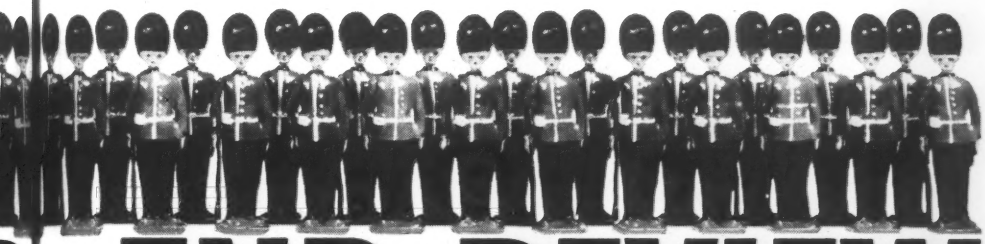
101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.



REMARKABLE YEAR-



R-END REVIEW

Frankly, we held our breath.

Atlanta? "Improved, sir!" Buffalo? "Improved, sir!" Chicago? "Improved, sir!"

We needn't have worried. For as each of the major ABC Television affiliates reported in, each had the same remarkable story to tell.

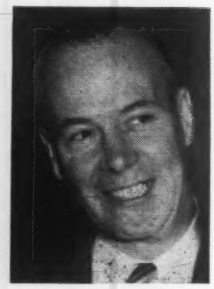
Every single major ABC Television affiliate — repeat, every single one — improved its competitive position in 1957. And by both significant measures: cost efficiency and audience.

Every one of our affiliates deserves a medal — large, golden, suitably engraved. Especially since they have done what neither of the other two networks' affiliates could do.

Moral for advertisers: As soldiers make an army, affiliates make a network. The fact that all of our affiliates served with such distinction in 1957 is one of the major reasons for enlisting ABC Television in 1958.

ABC TELEVISION

MR. ADAMS



MR. CAMPBELL

Adams Heads Campbell-Ewald; Campbell Named Executive V.P.

Thomas B. Adams, 38, was elected president of Campbell-Ewald Co., Detroit, last week, succeeding Henry G. Little, who has been serving as both board chairman and president. Mr. Little retains the board chairmanship.

At the same time Mr. Little announced that Colin Campbell, senior vice president, has been promoted to executive vice president of Campbell-Ewald. Mr. Campbell has been with the agency since 1926 and has been closely associated with the Chevrolet account for 23 years. He is not related to Frank Campbell, who was a co-founder of the agency with Henry R. Ewald in 1911.

Mr. Adams joined the agency's radio department in 1945 following his release from the Navy during World War II in which he served as a pilot. In 1947, he was placed in charge of the Detroit Chevrolet Dealers Assn. account. He later was appointed account executive for Chevrolet's used-car national advertising and in recent years has served as a vice president and assistant to Mr. Little.

S&L Firm Uses Tv to Outstrip 7 Competitors in New Accounts

A saturation television schedule was given "major credit" for the success of a West Virginia bank's Christmas Club campaign during the last few months of 1957 when the Morris Plan Savings & Loan Co., Wheeling, announced it "picked up as many Christmas Club accounts as the other seven financial institutions in the city combined," Television Bureau of Advertising reported last week. The schedule was placed on WTRF-TV Wheeling.

Fully 33%, or the biggest share of MPS&L's $32,000 annual advertising budget, currently is being spent in television, TvB said, while 30% goes into newspapers, 13% in radio, 10% in billboards and the other 14% in miscellaneous media, according to Ray Merritt, MPS&L president.

"Tv gives more complete coverage than any other medium . . . in getting to places we hadn't reached before. Our commercials have personalized our institution so that we know we're getting our message across," Mr. Merritt said. "We have more than accomplished what we set out to do . . . and, you can't argue with success," he continued.

Mr. Merritt described MPS&L's introduction to television as follows: Up to two years ago, Morris Plan Savings & Loan Co. relied principally on 3-column, 10-inch newspaper ads, appearing the year-around on a 7-days-a-week basis. Radio schedules on two stations also were used. In 1956 MPS&L began buying five 10-second tv IDs per week on a 52-week basis. In late fall of that year an additional schedule of sixty 10-second IDs to promote Christmas Club were purchased. The result was that MPS&L did as much Christmas Club business in 1956 as the combined results obtained by all financial institutions in the city, he said.

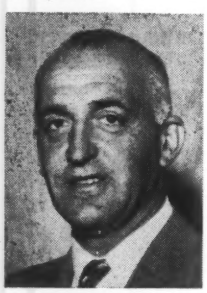
The television budget then was increased from $71 to an average of over $200 per week. Additionally, $2,000 was set aside for the special Christmas Club campaign. In supplementing the long-term campaign in late fall of last year with another Christmas Club saturation, MPS&L set a goal of 5,800 new accounts—the amount it had obtained the previous year—based largely on the use of tv promotion. By last week, more than 6,000 new accounts had signed, Mr. Merritt reported.

Honig-Cooper, Miner Unite To Form $13.5 Million Agency

Louis Honig, president of Honig-Cooper Co., San Francisco, and John C. Morse, president of Dan B. Miner Co., Los Angeles, are announcing today (Monday) consolidation of their agencies into Honig-Cooper & Miner. The union, effective next month, will create what they claim will be the largest of all western advertising corporations, billing among the top five on the West Coast—$13.5 million between them in 1957.

Mr. Honig is president of the merged firm and Mr. Morse senior vice president in charge of Southern California operations. Honig-Cooper officers continuing in the same posts with Honig-Cooper & Miner are Warren Kraft Sr., senior vice president and head of Pacific Northwest (Seattle) operations; Fred Glauser, first vice president; John W. Davis, secretary-treasurer; Ted Krough, vice president, and Eric Bellingall, vice president. All vice presidents of both organizations will continue in the same capacity.

Honig-Cooper & Miner lists 63 accounts —national, international and regional—and employs 134 people, according to the consolidation announcement. With headquarters in San Francisco, offices in Los Angeles and Seattle and a service base in New York continue at their present addresses. The Honig-Cooper Co., located in its own building at 1275 Columbus Ave., San Francisco, was founded 50 years ago in that city by Louis Honig Sr. Dan B. Miner Co., 304 S. Kingsley Dr., Los Angeles, was founded in 1911.



MR. HONIG

MR. MORSE

OB&M Redesignates Buyers As Purchasers in All Media

Ogilvy, Benson & Mather, New York, last week abolished the individual posts of time and space buyer. Effective immediately, OB&M's media purchasing will be done by "all-media buyers." OB&M's clients will be serviced by an all-buying team consisting of media vice president Samuel L. Frey; media supervisors Ann T. Janowicz and Clifford A. Botway; and all-media buyers Eleanor Crowley, Henry Cleeff, Walter Kashen and Robert Kaplan. Under these people will serve a number of estimators and assistants. The above personnel formerly were known as either timebuyers or space buyers.

According to senior vice president James J. McCaffrey, OB&M has wanted to "despecialize" its media buying operations "for some time now." Some of OB&M's accounts, notably Lever Bros., call for "deep complexities . . . in media buying" and call for men and women who can handle both broadcast and print campaigns with equal skill. Doubling up of functions, feels Mr. McCaffrey, will also conserve time at meetings and will allow the buyers themselves to make "greater contributions" to the "overall media picture."

MR. FREY MISS JANOWICZ MR. BOTWAY

TvB Disputes 'Times' Chart As Deceptive on Ad Revenues

Television Bureau of Advertising, at the drop of a chart, last week challenged the accuracy of a graphic presentation showing an "incredible" rise in newspaper advertising from 1949 to 1957 and only a "comfortable" increase in tv advertising during the covered period.

TvB asserted that a chart published Jan. 26 in the *New York Times*, based on estimates provided by McCann-Erickson, was prepared in such a way that the casual reader would gather that total newspaper advertising rose from about $3 billion in 1949 to more than $6 billion in 1957. This actually was the curve for "total expenditures" for all advertising in the four major media, but the graph listed a heading "newspapers" below the curve, without giving an actual figure or curve for newspapers.

TvB, in turn, devised its own charts (based also on McCann-Erickson figures) showing it was total expenditures that increase from about $3 billion in 1949 to about $6 billion in 1957. Total television advertising, according to the TvB chart, rose from a little more than $1 million in 1949 to about $1.3 billion in 1957, while newspaper advertising increased from $1.9 billion in 1949 to $3.9 billion in 1957. Other TvB charts showed that only tv, with

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.*
(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

each passing year, garnered a larger share of the advertising dollar as the share of other media (radio, newspapers, magazines) declined. Television's rise, TvB said, is shown most dramatically in national advertising. A chart showed that while in 1949, $38.6 million was invested in tv by national advertisers versus $475.7 million in newspapers, in 1957 national advertising in tv rose to $1,034,000,000, outdistancing newspapers' total of $825 million.

Tv Keeps Cubs in Black in '57

Television money was responsible for keeping the National League Chicago Cubs out of the red in 1957, according to the baseball club's financial report.

Despite a $40,000 decrease in gate receipts, the Cubs management reported a modest profit of $357 for the past year, thanks to tv receipts. The club reportedly received $100,000 from NBC for its participation in the network's *Game of the Week*, plus other undisclosed revenues from MBS for *Game of the Day* and WGN-TV Chicago for local baseball video rights.

The last place club suffered a loss of $145,712 when attendance dropped to 720,-118 in 1956. It decreased further last year to 670,626.

Guild Splits Blame for Bad Ads

Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, told the Tacoma (Wash.) Advertising Club last Wednesday the advertiser and agency man must share the blame for "much if not most of the bad, dull, uninteresting, ineffective and downright silly advertising today." The advertiser is often at fault because he makes decisions in creative spheres in which he is not trained while the agency man's greatest fault is in "going along bcause he lacks guts and is afraid to risk his bread and butter," Mr. Guild said.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

NBC-TV FACT SHEET • Procter & Gamble signs for second quarter-hour segment of NBC-TV's *Treasure Hunt* on alternate Mondays, Wednesdays and Thursdays effective immediately for 52 weeks. Agency: Young & Rubicam, N. Y. Minnesota Mining & Mfg. Co. renews second quarter hour segment of *Tic Tac Dough* and first quarter-hour segment of *Queen for a Day*, both alternate Thursdays, on NBC-TV effective March 13 for 52 weeks. Agency: BBDO, N. Y.

Libby, McNeill & Libby (food products), Chicago, has signed for quarter-hour segments on *Matinee Theatre* and *Modern Romances* weekdays on NBC-TV for month of March. Agency: J. Walter Thompson Co., N. Y.

EARLY PUSH • Realemon-Puritan Co. (lemon juices, other natural products), Chicago, will utilize spot radio on limited basis during its forthcoming special advertising campaign, though number of markets still undecided.

Company, through Rutledge & Lilienfeld, same city, is breaking advertising saturation campaign ahead of its traditional April-May period to capitalize on Lenten season. Newspapers and magazines also will be used, with no plans at present for television.

TOBACCO PLUG • American Tobacco Co. (Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles, N. Y., has renewed co-sponsorship of broadcasts of *Harry Babbitt Show* (Mon.-Fri., 7:45 a.m. PST). on CPRN, using M-W-F shows alternately with T-Th broadcasts.

BUILDING BLOCKS • Bird & Son, East Walpole, Mass., will sponsor participation spot schedules on two NBC-TV shows, *Jack Paar Show* and *Today* effective mid-March to extend through Nov. 1958. Advertiser will promote its materials for building and hard surface floor coverings. Contract was placed through Humphrey, Alley & Richards Inc., N. Y. and Boston.

TWO FOR CBS • Philip Morris and Pharma-Craft have been signed by CBS Radio. Philip Morris Co. (Marlboro), N. Y., bought 10-minute segments before and after the Basilio-Robinson middleweight title bout March 25, through Leo Burnett Co., Chicago. Pharma-Craft (cold remedies, deodorants, antiseptic cream), Princeton, N. J., through J. Walter Thompson Co., Chicago, ordered 6:55-7 p.m. and 9-9:05 p.m. Saturday news periods for eight weeks effective Feb. 8.

MACK IN FOR RAINBOW • As of last Saturday it was end of road for *End of the Rainbow* on NBC-TV, Sat. 10-10:30 p.m. Program lasted through six telecasts. Pharmaceuticals Inc., N. Y., decided last week to replace it with *Ted Mack's Amateur Hour*, vehicle that Pharmaceuticals sponsored last season on ABC-TV. *Rainbow* was packaged by Ralph Edwards. Parkson Adv., N. Y., is Pharmaceutical's agency.

NEWS ON 15 • Hancock Oil Co., Long Beach, Calif., has started 52-week radio campaign sponsoring three 5-minute newscasts weekly in afternoon traffic time on 15 California markets. Heintz & Co., Los Angeles, is agency. Stations KSDO San Diego, KFXM San Bernadino, KFI Los Angeles, KUDU Ventura, KDB Santa Barbara, KCOY Santa Maria, KGEE Bakersfield, KSBW Salinas, KXRX San Jose, KROW Oakland, KWIP Merced, KTRB Modesto, KJOY Stockton, KXOA Sacramento and KHSL Chico.

Home Group to Use Radio-Tv

An extensive advertising-promotion campaign encompassing radio and television is planned by the Home Improvement Council during 1958 to persuade Americans to improve their homes this year, Edgar V. Hall, managing director, Manufacturers Services Div., Local Trademarks Inc., New York, told a meeting of the Assn. of Advertising Men & Women of New York last week.

Mr. Hall reported that Local Trademarks Inc., advertising consultant to the council, an association of more than 100 manufacturers and 4,000 wholesalers and retailers, has conceived a campaign using both the print and air media. With the cooperation of both the Television Bureau of Advertising and the Radio Advertising Bureau, Trademarks Inc. has sent its members sample commercial spots for use on local radio-tv stations. It also is making scripts and slides available to tv stations for promotional use. HIC itself plans a national campaign, according to Mr. Hall, but he stressed that manufacturers, wholesalers and retailers are being urged to step up their advertising and promotional efforts on the local level.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,051,000 people in the U. S. over 12 years of age during the week Feb. 2-8. This is how they spent their time:

71.4%	(88,572,000) spent	1,919.5 million hours	WATCHING TELEVISION
55.9%	(69,345,000) spent	1,009.2 million hours	LISTENING TO RADIO
82.6%	(102,466,000) spent	404.5 million hours	READING NEWSPAPERS
31.8%	(39,448,000) spent	212.6 million hours	READING MAGAZINES
23.6%	(29,276,000) spent	348.2 million hours	WATCHING MOVIES ON TV
24.5%	(30,443,000) spent	117.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 106,991,000 people over 12 years of age see tv (86% of the people in that age group); (2) 41,436,000 U. S. households with tv; (3) 45,521,000 tv sets in use in U. S.

ARB* REPORTS:

NO OTHER TV STATION

Makes a Significant Penetration

into the

Texarkana Metropolitan Area

KCMC-TV—1st Place

In Every Quarter Hour Strip—7 a. m. to 10 p. m. Seven Days a Week

MORNING	
KCMC-TV Capt. Kangaroo	14.5
Nearest NBC Station	3.4
Nearest CBS Station (Ave. of 19 Weekly ¼ Hours)	0.6†

AFTERNOON	
KCMC-TV—"As the World Turns"	19.3
Nearest NBC Station	1.9
Nearest CBS Station (Monday thru Friday)	1.1†

NIGHT	
KCMC-TV 6 P.M. Local News	51.6
Local News Station B	3.4
Local News Station C (Monday thru Friday)	0.9

* Texarkana Metro ARB—Nov. 1957

† Program Identical to that on KCMC-TV

OTHER SAMPLE RATINGS

Doug Edwards (Mon. thru Fri.)	51.7 (to 1.0 and 1.7)	Playhouse 90	59.9 (to 4.5 and 5.5†)
Gunsmoke	61.7 (to 0.6 and 7.6†)	Highway Patrol	52.6 (to 2.7† and 4.6)
Red Skelton	64.8 (to 6.4 and 4.3†)	Lucy & Desi	64.1 (to 8.2 and 4.9†)
Name That Tune	58.4 (to 8.8 and 2.7†)	Pro Football	23.1 (to 0.6 and 0.9†)

President Eisenhower—On All 3 Stations—KCMC-TV 52.3; Station B 6.7†; Station C 5.8†

In this Important TEXAS-ARKANSAS-OKLAHOMA Territory ——— Your ONLY Buy Is

KCMC-TV

WALTER M. WINDSOR
General Manager

CHANNEL 6——100,000 WATTS

RICHARD M. PETERS
Commercial Manager

TEXARKANA, TEXAS-ARKANSAS

Represented By Venard, Rintoul & McConnell, Inc.

Sewing Machine, N. Y.) turned out to be instructive for dealers as well.

The 10-session course was televised on WBAY-TV Green Bay, Wis. It was aimed at owners rather than prospective customers; there was no advance tv or newspaper notice and no actual commercials during the programs. The idea for the series came from Roy Fahlstrom, Viking distributor for several midwestern states, as an effort to implement more fully the instructions that come with the machine; the program itself was financed by dealer support and Consolidated.

Although not aimed as a selling tool, some 3,000 viewers wrote in asking for summaries of the course; August sales, which usually dip, held steady in the Green Bay area; trade-ins of older machines of all types for Vikings increased, and dealers in the area reported an overall 25% increase in sales.

STELLAR SALES • Star Auto Sales, Dallas, credits KNOK Fort Worth with "the best results we have ever received since being in the automobile business."

In a letter to the station, the sponsor outlined results of a short campaign on the station. Scheduling 48 spots over a period of six days, Star Auto reported sales of 100 cars in four days—forcing the firm to close its lot to buy more cars. After the firm signed for a second, identical contract, the impact was even greater—every car on the lot was sold in two days.

HE DID IT • The president of the Pennsylvania Linoleum & Carpet Co., Washington, D. C., took some slight liberties with a song from *My Fair Lady* to come up with a pat on the "selling back" of WWDC Washington.

Congratulating the station on sales results from the late evening *Steve Allison Show*, President Albert P. Decker's comment was "He did it! He did it!" The program, Mr. Decker continued "has produced the greatest dollar for dollar advertising return our company has ever enjoyed."

Mr. Decker also told the station of a customer who mentioned that he had heard just one announcement on the Allison show —and proceeded to place an order for $1,700 worth of carpet.

The firm uses only one participation a night, six nights a week; participations started last October, with the contract running till May.

JOB WELL DONE • NBC Radio's *Monitor* —which prides itself on "going places and doing things"—has apparently helped American Motors Corp. go places (up 81% in sales) and do things (in winning an average share of the auto market). The advertiser, long a *Monitor* client, cited the program "for exceptional ingenuity and resourcefulness in radio advertising." The citation was presented Feb. 8 to *Monitor* executive producer Al Capstaff by Fred W. Adams, AMC advertising director for the automotive division. Geyer Adv., N. Y., is AMC's agency.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

are pointed up in a brochure put out by the Radio Advertising Bureau. Although the department store puts only 8.5% (about $15,000) of its total ad budget in radio, the firm feels radio "accomplishes a job that can be done by no other medium." Programs on WEJL, according to the advertiser, build loyalty for the store through program loyalty, and at the same time, permit featuring of items and different departments. The Globe Store credited advertising for its current $2.5 million expansion, and looks to radio's coverage to provide additional customers for the store.

Total radio expenditure, according to the RAB brochure: $1,400 a month, excluding June, July and August, when spending drops slightly to around $1,100 a month. Store volume is $10-20 million a year, and according to the advertiser, "We use radio . . . to sell the whole store." Pointing up WEJL's success on these lines is the sponsor's signing for an additional afternoon hour, Monday through Saturday, in addition to present programming—music and news six days a week, sports seven days a week, plus a Sunday morning show.

REFRESHER COURSE • An instruction course in the use of the Viking sewing machine (manufactured in Sweden and distributed in the U. S. through Consolidated

COVERAGE WHAT AM • CKNW New Westminster submits the following in support of the statement "Wherever you go, there's radio":

On a 4:30 p.m. newscast sponsored by Jack Marshall Motors in New Westminster, the commercial featured a '57 Chrysler Windsor. That night an airline pilot purchased the car—not unusual in itself—except that the pilot, on his regular run into Vancouver, had his radio tuned to CKNW, heard the car advertised and followed his sky-high listening with down-to-earth action.

NEITHER RAIN, NOR SLEET, ETC. • Dec. 3 in Philadelphia may not have seemed a propitious occasion to make a bargain offer over television; the city was under four to six inches of snow and many prospective viewers were stranded far from home. But Wilen Wine, through Ralph Hart Agency, had scheduled a brief, one-time announcement on WRCV-TV during the *Nat King Cole Show*, offering a Cole recording for one dime.

Snow flurries were minor compared to the mail that snowed under the agency: total draw for the single announcement was 5,550 pieces of mail.

GLOBAL RADIO • The Globe Store, Scranton, Pa., and its success with radio in general and WEJL Scranton in particular,

THE Star Market Co. chain of 15 supermarkets in suburban Boston, Rhode Island and Whitinsville, Mass., is putting major emphasis on broadcast media in its bid for new sales records this year.

Stephen P. Mugar (seated), president of Star Market Co., signs contracts following the decision to use radio (some 4,000 spots) for this year's extra promotional push, supplementing tv and other media. Standing (l to r) are Leonard Corwin, WCRB Boston; Wallace Dunlap, WTAO Cambridge, Mass.; Elmer Kettell, WHIM Providence, R. I.; James Allen, WBZ-TV Boston; Frederick Boynton, WPRO Providence; Franklin S. Browning Jr., Badger and Browning & Parcher Inc., Star's agency; Harry Sandler, vice president, Star Market Co., and Alexander Tanger, WHDH Boston.

Star strategy: retention of its eight-year-old tv show, *Starring the Editors*, on WBZ-TV; renewal of its *Symphony* show on WCRB-AM-FM and its special radio spot program on WTAO Cambridge, Mass., saturation schedules on WHDH, WHIM (both spots) and WPRO Providence (newscasts); other stations will be added during the year. Star in Boston claims higher sales per store than any other food chain in the country, for the past three years.

REAL SATURATION in Southeastern Michigan

Relax! It's no problem to find the station that reaches the most viewers in Flint, Port Huron, metropolitan Detroit and all the other thickly populated areas in the nation's 5th market. It just takes ONE . . . and that's 2 . . . Detroit's Channel 2, consistently rated
THE NO. 1 STATION IN SOUTHEASTERN MICHIGAN.

100,000 watts, 1,057-ft. tower • Full color facilities • Basic CBS

WJBK-TV

CHANNEL 2 DETROIT

A STORER STATION

Represented by
THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.

The accent is on a home-like atmosphere at National Telefilm Assoc., New York, which moved into new quarters at 10 Columbus Circle, New York. The executive offices are furnished in early American with other offices and the theatre in the modern motif. The executive offices are furnished with antiques which are expected to increase in value with the passing years. Facilities include two conference rooms, a kitchen, a screening theatre and offices for expansion.

PHOTOS BY LOUIS NEMETH

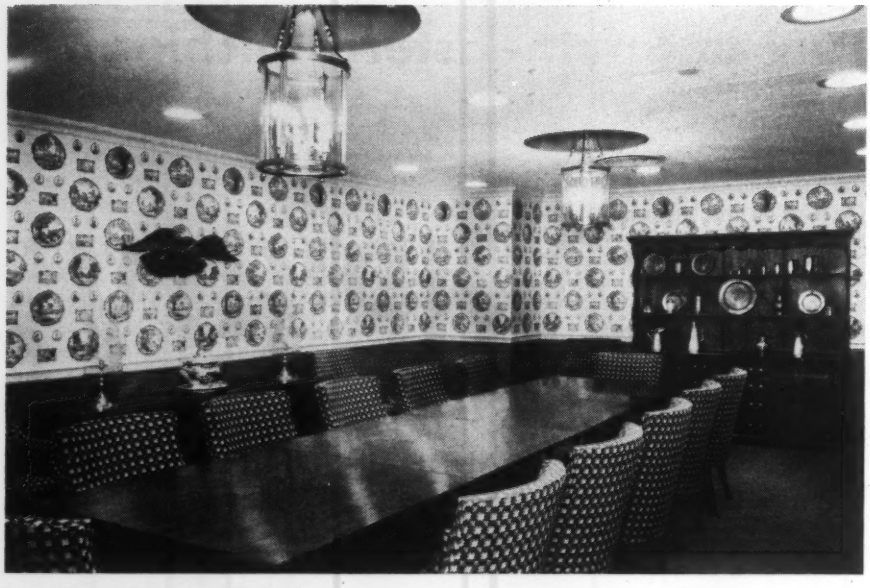
THE OFFICE *of Ely A. Landau, NTA board chairman, has an antique desk, a grandfather's clock and a coffee table (right), fashioned from an old blacksmith's bellows.*

NTA NEW HOME: ANTIQUES AMID THE SKYSCRAPERS

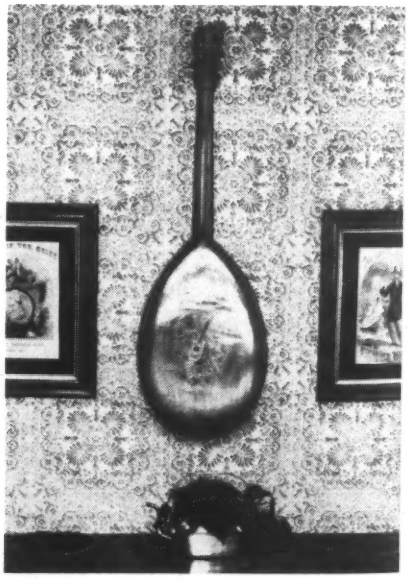
A FULL SCREEN *covered with a drape, leather chairs and indirect lighting create a modern setting in the theatre where NTA properties are screened.*

ONLY *a television set strikes an anachronistic note in this early American setting in which Oliver A. Unger, NTA president, operates.*

HEAVY CHANDELIERS *hanging from recesses in the ceiling dominate the staff conference room, which doubles as an executive dining room.*



CORRIDORS *are highlighted by interesting wall decor: a trombone (above) is framed by mounted old music manuscripts; (below) framed sheets of early American music flank a mandolin.*



WE'RE GOING TO TOWN WITH TRIPLE CROWN!

... All these markets

SOLD

in the first 12 days, and more and more every day!

- It Happened One Night
- My Sister Eileen
- Lost Horizon
- Texas
- Mr. Smith Goes To Washington
- Holiday
- All Quiet On The Western Front
- Act Of Murder
- Brute Force
- The Suspect
- East Side Of Heaven
- All My Sons
- Massacre At Sand Creek
- Ain't No Time For Glory
- Clipper Ship

They're the big features— and bigger than ever (all 112 of them)!

- LOS ANGELES **KNXT**
- PHILADELPHIA **WFIL**
- SAN FRANCISCO **KRON**
- INDIANAPOLIS **WISH**
- CHICAGO **WBBM**
- DALLAS **KRLD**
- SPOKANE **KHQ**
- BUFFALO **WGR**
- ROCHESTER, N.Y. **WROC**
- SALT LAKE CITY **KSL, KUTV**
- HARTFORD **WHCT**
- SAN DIEGO **KFMB**
- FORT WAYNE **WANE**
- BOISE **KBOI**
- BILLINGS **KGHL**
- HONOLULU **KONA**
- HARRISONBURG **WSVA**
- CARLSBAD **KAVE**
- PHOENIX **KOOL**
- WICHITA **KAKE**
- SAN ANTONIO **KENS**
- GRAND RAPIDS **WOOD**
- STOCKTON **KOVR**
- BAKERSFIELD **KBAK**
- DURHAM **WTVD**

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK	DETROIT	CHICAGO	HOUSTON	TORONTO	HOLLYWOOD	NEW ORLEANS
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1502 Latexo Drive	102-108 Peter St.	1334 N. Beechwood Dr.	1032 Royal St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Jackson 8-5257	Empire 3-4096	Hollywood 2-3111	Express 3913

Exclusive Distributor of COLUMBIA and UNIVERSAL pictures for television

UA-TV Seen Curbing Sale of Post-'48s

United Artists Television Inc. appears to be curbing its zooming distribution of post-1948 feature film. The major reason: The United Artists tv subsidiary may end up competing with the parent firm's theatrical film business.

Coincidentally last week—though unrelated to UA-TV's new caution—came a plea from Paramount's Barney Balaban to hold the line at '48 (see story, this page).

The UA-TV dilemma as regards issuing new post-'48 film products to tv at this time has come to light as major market station film buyers have been unsuccessful in seeking more information from UA-TV officials on a new package. In all cases UA-TV's answer has been the same: "We are clearing titles." Still, the fact remains that when queried Thursday, UA-TV could not give any indication that a package is in fact being put together at this time.

What has caused the film buyers to question the existence of any package plans is that both in 1956 and 1957 UA-TV had available a list of titles in time for the NAB convention; this year, with the NAB Los Angeles meeting just two months off, no one at UA-TV knows definitely when—or if—a new package will be sprung. UA Board Chairman Robert S. Benjamin said Thursday a package "will definitely" be issued, but he would not say when.

To date, UA-TV has issued two groups of post-48 films, the first in August 1956 with 39 features, the second last August with 52. In its second packet, "The 52 Award Group," UA-TV included such 1955 releases as Frank Sinatra's "Suddenly," and the Errol Flynn-Patrice Wymore British-made "King's Rhapsody," a film made in 1956 but never released in theatres.

UA President Arthur B. Krim repeatedly has stressed UA-TV's *modus operandi* as "not releasing films to tv unless we are positive there's no more box office value left."

Just how close UA-TV may be to competing with parent UA was illustrated earlier this month with the preparation and release by UA's promotion department of a theatrical sales brochure sent to exhibitors and titled "124 Ways to Make a Buck." This publication continued six full pages of UA theatrical releases still available for theatrical showing. Among them: Joseph L. Mankiewicz' "Barefoot Contessa" (1955), Stanley Kramer's "Not as a Stranger" (1954), Ponti-DeLaurentiis' "Summertime" (1955), Robert Rossen's "Alexander the Great" (1956), Otto Preminger's "Man With the Golden Arm" (1956), Hecht-Hill-Lancaster's "Trapeze" (1956) and "Marty" (1955), as well as such very recent titles as Orion-Nova's "Twelve Angry Men" (1957), Preminger's "St. Joan" (1957) and Batjac's "Legend of the Lost" (1958).

UA theatrical officials noted last week that "as far as we're concerned" UA has "no intentions at this time" of selling these films to tv. Their argument got further impetus early in the week with an announcement by Michael Todd Co., producer of the UA-financed and distributed "Around the World in 80 Days," that this epic would *never* be shown on tv and that, furthermore, Mr. Todd is going to advertise this fact nationally later this month via a special newspaper cartoon campaign.

To date, UA-TV has grossed an excess of $7 million on its tv film syndication operations. It has placed the 1956 packet, "The Top 39," in 110 markets, and has sold the "52 Award Group" in 91 markets. While UA-TV sales officials claim they are still doing "exceedingly well" in the smaller markets, they privately confess that the large, metropolitan markets are losing interest and fear that unless UA-TV comes out soon with "something to sell," these stations may join in the expected spirited bidding for the 750 Paramount films from MCA-TV, thus using up the budgets that might have gone to UA-TV package No. 3.

Apparently, Mr. Benjamin, too, is aware of such a possibility. He said Thursday, "Where is it said that our competition begins—or ends—with the year 1948?" Still, he and partner Krim must reckon with the individual theatre managers and the powerful Theatre Owners of America (TOA) which is spending cash in radio and tv to lure the patron out of the tv-equipped living room and into the motion picture houses [ADVERTISERS & AGENCIES, Feb. 10].

At this time, UA-TV is the only firm that can lay claim to syndicating quality or "A-post-1948 film" in bulk. The competition it might have on this front is nil. British-made post-1948 film fare in this country is basically controlled by two distributors, National Telefilm Assoc. and ABC-TV Division of American Broadcasting-Paramount Theatres Inc. Last month, Irving Sochin, sales manager of Rank Film Distributors of America, noted that the J. Arthur Rank Organization had no plans to release any of its recent films to tv. NTA also holds title to three post-1948 Stanley Kramer-produced "A-films"—"Cyrano de Bergerac," "High Noon" and "The Men" (the latter being reissued at this time theatrically by NTA under the new title of "Battle Stripe"). ABC-TV bought a number of J. Arthur Rank films four years ago for its *Afternoon* and Sunday *Film Festival* network programs and since then has not indicated it would syndicate them.

Upcoming from various independent sources is a rash of post-'48 "B" and "C" films, so far comprising the bulk of the "newer" films. Among the distributors which bear watching as possible contenders to UA-TV's hold in the post-'48 field are Associated Artists Productions, Interstate Tv (Allied Artists), C&C Television Corp., M. & A. Alexander, Atlantic Tv Corp. and Medallion Films. Republic Pictures recently signed an estimated $2 million deal with NBC Owned Stations Div. and WRCA-TV New York, thus unloading a potential 358 post-1948 films [FILM, Jan. 20]. These distributors are selling film products made by individuals or companies no longer actively engaged in production, such as RKO and Astor Films, thus explaining the lack of talent and craft guild insistence on payment of residual rights. UA faces no guild threat since it is not a studio as such but merely finances and distributes independent productions [FILM, June 10, 1957].

Post-'48 Paramount Movies To Be Withheld—Balaban

Paramount Pictures, which has capitulated to the lure of tv for its pre-1948 feature backlog [AT DEADLINE, Feb. 10], expects to hold the line against release of post-1948 motion pictures.

Paramount President Barney Balaban last week put it this way by wire and cable to the company's offices throughout the world:

"I do not anticipate the sale of our post-1948 library for free television in the foreseeable future and it is my sincere hope that no other producer or distributor will dispose of post-1948 features for free television."

At the same time, the major distributor of post-1948 quality film packages—United Artists Television Inc.—apparently is postponing the issue of a third package (see story, this page).

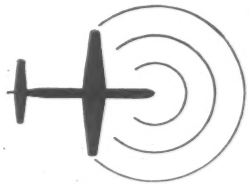
Mr. Balaban's plea to hold the line on post-'48 movies was contained in a statement that explained Paramount's decision to scuttle its unique but unprofitable status as a lone holdout to tv among Hollywood studios. Paramount will dispose of its approximately 750 features to Management Corp. of America (parent of Music Corp. of America) in a $50 million transaction.

In effect, Mr. Balaban affirmed Paramount's position that the financial consideration was paramount in the motion picture firm's plans for its backlog. The firm will receive $10.5 million in cash and an additional $24.5 million guaranteed by MCA. Once the $35 million is paid to Paramount, still another $15 million is to be paid to the company out of a minimum of 60% of the gross receipts received by MCA.

Said Mr. Balaban: Prior sales to tv by other movie companies left Paramount "no other choice"; Paramount could not be expected to remain as a holdout, and the company "could in no way have counteracted the effects of pictures being exhibited on television by withholding its backlog."

The $50 million sale "will strengthen our financial position and give . . . further assurance of stability," Mr. Balaban observed.

Negotiations between Paramount and MCA have been completed but papers have not been signed nor a check passed. MCA has not made known its plans for distributing the Paramount backlog. Presumably, MCA will decide which—if any—of the features it may wish to reissue theatrically. MCA may hold back from tv a selection of the more lavish and/or popular films. Since MCA has no overseas distribution channels, rights to the backlog in foreign markets reportedly will be retained by Paramount automatically for some years.



NOW—UNITED IS THE FIRST AND ONLY COAST-TO-COAST AIRLINE WITH RADAR ON EVERY PLANE

This means smoother flying, more on time arrivals...*extra* confidence and assurance for your clients. Radar is one more United investment in the comfort and *convenience* of its passengers. And it's one more good reason to recommend United, the Radar Line.

UNITED AIR LINES

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JANUARY

FROM the monthly audience surveys of American Research Bureau, BROADCASTING each month lists the 10 top-rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Sea Hunt*	(Ziv)	Sat.	10:30	WCBS-TV	25.3
2.	*Honeymooners*	(CBS Film)	Tues.	7:00	WRCA-TV	17.5
3.	*Highway Patrol*	(Ziv)	Mon.	7:00	WRCA-TV	16.9
4.	*Death Valley Days*	(Pacific-Borax)	Wed.	7:00	WRCA-TV	16.4
5.	*Code 3*	(ABC Film)	Wed.	10:30	WRCA-TV	14.0
6.	*If You Had a Million*	(MCA-TV)	Sat.	7:00	WCBS-TV	13.9
7.	*Silent Service*	(NBC Film)	Fri.	7:00	WRCA-TV	11.9
8.	*Annie Oakley*	(CBS Film)	Sun.	6:00	WABC-TV	11.1
9.	*26 Men*	(ABC Film)	Tues.	10:30	WABC-TV	9.8
10.	*Popeye*	(AAP)	Sun.-Fri. Sat.	6:00 5:30	WPIX	9.5

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Silent Service*	(NBC Film)	Tues.	9:30	WNBQ	26.0
2.	*State Trooper*	(MCA-TV)	Wed.	9:30	WNBQ	20.3
3.	*Brave Eagle*	(CBS Film)	Tues.	6:00	WGN-TV	18.1
4.	*Annie Oakley*	(CBS Film)	Fri.	6:00	WGN-TV	16.7
5.	*Cisco Kid*	(CBS Film)	Mon.	6:00	WGN-TV	15.9
6.	*Susie*	(TPA)	Sat.	9:30	WBKB	15.0
7.	*Secret Journal*	(MCA-TV)	Sat.	10:00	WNBQ	14.1
8.	*Men of Annapolis*	(Ziv)	Mon.	9:30	WGN-TV	14.0
9.	*Sheriff of Cochise*	(NTA)	Wed.	10:00	WNBQ	13.7
10.	*Sky King*	(Nabisco)	Thurs.	6:00	WGN-TV	13.1

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Sat.	9:30	WCCO-TV	24.1
2.	*Popeye*	(AAP)	M-F	5:30	WCCO-TV	22.8
3.	*Studio 57*	(MCA-TV)	Wed.	9:30	KSTP-TV	22.4
4.	*State Trooper*	(MCA-TV)	Tues.	9:30	KSTP-TV	21.1
5.	*Highway Patrol*	(Ziv)	Thurs.	10:30	KSTP-TV	17.1
6.	*Annie Oakley*	(CBS Film)	Sat.	5:30	KSTP-TV	15.4
7.	*Bugs Bunny*	(AAP)	M-F	4:30	WCCO-TV	14.8
8.	*Sky King*	(Nabisco)	Sat.	9:00*	WCCO-TV	14.4
9.	*O. Henry Playhouse*	(Gross-Krasne)	Sun.	9:30	KSTP-TV	13.4
10.	*Jungle Jim*	(Screen Gems)	Sat.	11:00*	WCCO-TV	12.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Frontier Doctor*	(H-TV)	Mon.	7:00	KYW-TV	31.7
2.	*Highway Patrol*	(Ziv)	Tues.	7:00	WJW-TV	27.9
3.	*Popeye*	(AAP)	M-F	5:30	KYW-TV	27.7
4.	*Annie Oakley*	(CBS Film)	Sat.	6:30	WJW-TV	27.0
5.	*Silent Service*	(NBC Film)	Sat.	10:30	WJW-TV	26.7
6.	*Death Valley Days*	(Pacific-Borax)	Thurs.	7:00	KYW-TV	26.2
7.	*Range Rider*	(CBS Film)	Sun.	6:30	WEWS	25.3
	Sky King	(Nabisco)	Mon.	6:30	KYW-TV	25.3
8.	*Studio 57*	(MCA-TV)	Fri.	7:00	KYW-TV	23.7
9.	*Science Fict. Theatre*	(Ziv)	Fri.	6:30	KYW-TV	23.2
10.	*Cisco Kid*	(Ziv)	Thurs.	6:30	KYW-TV	21.9

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Sun.	9:30	WBNS-TV	37.3
2.	*Highway Patrol*	(Ziv)	Tues.	10:30	WBNS-TV	32.8
3.	*Last of Mohicans*	(TPA)	Sat.	10:30	WBNS-TV	28.4
4.	*Our Miss Brooks*	(CBS Film)	Sun.	6:30	WBNS-TV	25.0
5.	*Sheriff of Cochise*	(NTA)	Fri.	10:30	WTVN-TV	22.8
6.	*Soldiers of Fort.*	(MCA-TV)	Thurs.	6:30	WTVN-TV	21.9
7.	*Honeymooners*	(CBS Film)	Sat.	7:00	WBNS-TV	21.5
8.	*Annie Oakley*	(CBS Film)	Mon.	6:00	WBNS-TV	21.3
9.	*Casey Jones*	(Screen Gems)	Tues.	6:00	WTVN-TV	21.2
10.	*Sky King*	(Nabisco)	Fri.	6:30	WBNS-TV	20.9
	Whirlybirds	(CBS Film)	Thurs.	7:00	WTVN-TV	20.9

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Thurs.	7:00	KRCA	19.0
2.	*Sheriff of Cochise*	(NTA)	Sat.	7:30	KTTV	16.5
3.	*Highway Patrol*	(Ziv)	Mon.	9:00	KTTV	15.7
4.	*Honeymooners*	(CBS Film)	Thurs.	7:00	KNXT	15.5
5.	*Men of Annapolis*	(Ziv)	Thurs.	7:30	KNXT	13.6
6.	*Search for Adven.*	(Bagnall)	Thurs.	7:00	KCOP	13.5
7.	*Whirlybirds*	(CBS Film)	Mon.	7:30	KHJ-TV	12.8
8.	*26 Men*	(ABC Film)	Mon.	7:00	KRCA	11.8
9.	*Harbor Command*	(Ziv)	Sat.	7:00	KTTV	10.8
	San Fran. Beat	(CBS Film)	Sat.	9:30	KTTV	10.8
10.	*Bugs Bunny*	(AAP)	Sun.	6:00	KTLA	10.2

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat.	7:00	WTOP-TV	25.0
2.	*Gray Ghost*	(CBS Film)	Sat.	10:30	WTOP-TV	19.1
3.	*Science Fict. Theatre*	(Ziv)	Sun.	6:00	WMAL-TV	18.8
4.	*Annie Oakley*	(CBS Film)	Fri.	7:00	WTOP-TV	18.7
5.	*Dr. Christian*	(Ziv)	Sun.	6:30	WMAL-TV	17.4
6.	*Sheriff of Cochise*	(NTA)	Thurs.	7:00	WRC-TV	16.0
7.	*Susie*	(TPA)	Tues.	7:00	WRC-TV	15.1
8.	*Silent Service*	(NBC Film)	Tues.	10:30	WTOP-TV	14.6
9.	*Men of Annapolis*	(Ziv)	Tues.	7:00	WTOP-TV	13.1
	State Trooper	(MCA-TV)	Fri.	10:30	WMAL-TV	13.1
10.	*Ellery Queen*	(TPA)	Mon.	7:00	WRC-TV	12.9

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Thurs.	9:00	KOMO-TV	33.8
2.	*Honeymooners*	(CBS Film)	Sun.	6:30	KING-TV	30.3
3.	*Kingdom of the Sea*	(Guild)	Tues.	7:00	KOMO-TV	26.8
	Silent Service	(NBC Film)	Mon.	7:30	KING-TV	26.8
4.	*Search for Adven.*	(Bagnall)	Mon.	7:00	KING-TV	26.7
5.	*Gray Ghost*	(CBS Film)	Sun.	6:00	KING-TV	25.7
6.	*Whirlybirds*	(CBS Film)	Thurs.	7:00	KING-TV	24.5
7.	*Highway Patrol*	(Ziv)	Thurs.	7:00	KOMO-TV	24.2
8.	*Frontier*	(NBC Film)	Sun.	9:30	KTNT-TV	23.8
9.	*Our Miss Brooks*	(CBS Film)	M-F	6:00	KOMO-TV	22.9
10.	*26 Men*	(ABC Film)	Mon.	7:00	KOMO-TV	21.3

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Code 3*	(ABC Film)	Sat.	10:30	WAGA-TV	26.6
2.	*Amos 'n' Andy*	(CBS Film)	M-F	6:00	WSB-TV	26.1
3.	*Sheriff of Cochise*	(NTA)	Tues.	7:00	WSB-TV	25.7
4.	*Whirlybirds*	(CBS Film)	Wed.	7:00	WSB-TV	23.1
5.	*Casey Jones*	(Screen Gems)	Mon.	7:00	WAGA-TV	22.0
6.	*Highway Patrol*	(Ziv)	Fri.	7:30	WAGA-TV	20.4
7.	*Boots and Saddles*	(NBC Film)	Fri.	7:00	WAGA-TV	19.7
8.	*If You Had a Million*	(MCA-TV)	Mon.	7:00	WSB-TV	19.4
9.	*Honeymooners*	(CBS Film)	Fri.	7:00	WSB-TV	19.1
10.	*Badge 714*	(NBC Film)	Tues.	7:00	WAGA-TV	17.5
	Sky King	(Nabisco)	Wed.	6:30	WLWA	17.5

BOSTON *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*26 Men*	(ABC Film)	Sun.	7:00	WBZ-TV	25.6
	Whirlybirds	(CBS Film)	Tues.	7:00	WBZ-TV	25.6
2.	*Gray Ghost*	(CBS Film)	Wed.	7:00	WBZ-TV	25.1
3.	*Golden Playhouse*	(Official)	Mon.	7:00	WBZ-TV	24.4
4.	*Frontier Doctor*	(H-TV)	Thurs.	7:00	WBZ-TV	23.4
5.	*Honeymooners*	(CBS Film)	Sat.	10:30	WNAC-TV	22.8
6.	*Highway Patrol*	(Ziv)	Sat.	7:00	WBZ-TV	22.5
7.	*Silent Service*	(NBC Film)	Fri.	7:00	WBZ-TV	22.4
8.	*Harbor Command*	(Ziv)	Sun.	7:00	WNAC-TV	21.7
9.	*Studio 57*	(MCA-TV)	Tues.	10:30	WBZ-TV	20.3
10.	*Decoy*	(Official)	Sun.	10:30	WBZ-TV	19.9
	Topper	(Telestar)	Fri.	6:30	WNAC-TV	19.9

*INDICATES A.M.

In New Orleans....

WDSU-TV gives you the picture

Mardi Gras, depicted here in a Paul Ninas painting from the WDSU Collection, is only part of the complex picture of New Orleans, the one city in America famous for being *different*.

Backed by years of experience, WDSU-TV can help advertisers get the picture of these important differences. (*Don't* schedule promotions around February 18—the whole town turns out for Mardi Gras. But you *could* promote iced tea in October.)

And in New Orleans, WDSU-TV's picture gives you the market most efficiently. Day after day, night after night, people watch WDSU-TV more than all other stations combined.
(ARB Oct. 30—Nov. 26, 1957)

DENNY MOVES OVER TO RCA POSITION

- **Was NBC operations head**
- **Former duties may be spread**

The election of Charles R. Denny, veteran NBC executive, to the new post of RCA vice president for product planning is being announced today (Monday) by RCA President John L. Burns.

MR. DENNY

The effective date of the move was not announced, but generally it was expected to be about April 1.

There were indications Mr. Denny's far-ranging responsibilities as NBC executive vice president in charge of operations would be spread among several executives.

P. A. (Buddy) Sugg, executive vice president and manager of WTVT (TV) Tampa, was approached about taking the vice presidency in charge of NBC owned stations and/or NBC Spot Sales, but he told BROADCASTING he wouldn't make up his mind before this week. Mr. Sugg has been prominent in NBC affiliate affairs for many years.

In addition to o&o stations and NBC Spot Sales, Mr. Denny has been responsible, as executive vice president for operations, for the NBC Radio Network, facilities operations, international operations and California National Productions, a wholly owned subsidiary handling tv film production and distribution, merchandising and related activities.

In announcing the move, President Burns stressed the importance of long-range product planning and development in industry today. He said, "It is important to the future of any industrial organization that it undertake a continuing search for, and evaluation of, new products. Product planning has become a vital tool of management and the executive responsible for it must have a broad background in finance, administration and profit-consciousness.

"It is fortunate that we have an executive within the company who possesses these qualifications. In his 10 years with NBC, Mr. Denny has been associated successfully with all aspects of its operation. His performance in directing a variety of NBC activities over the years has been outstanding."

Mr. Denny's new responsibilities were described as those of developing, through long-range planning, "the direction the corporation should take in its evolving process of growth. He will have overall guidance of product planning and the development of new activities".

Mr. Denny joined NBC, a service of RCA, in 1947 after serving successively since February 1941 as assistant general counsel, general counsel, member and chairman of the FCC. He was named chairman of the Commission in December 1946 and resigned Oct. 31, 1947, to become NBC vice president and general counsel.

He was appointed vice president in charge of owned stations and Spot Sales in 1952, and was advanced to his present post in September 1956.

Before moving to the FCC he had practiced law in Washington and later served as an attorney for the Dept. of Justice. He is a native of Baltimore and was graduated from Amherst College in 1933 and from Harvard Law School in 1936.

MBS, ABN Sign for NRI Again After Holdout Since Last Fall

Both Mutual and ABN were reported last week to have signed anew for the Nielsen Radio Index service they dropped last fall when the A. C. Nielsen Co. introduced a new reporting format and raised prices.

Mutual's signing was official, announced Tuesday by MBS President Paul Roberts. ABN was reported authoritatively to have renewed, though no formal announcement was made immediately.

Both renewals were described as involving the same terms proposed by Nielsen last fall, and the service as the same one offered then. ABN in particular had protested that the Nielsen service shortchanges radio by paying inadequate attention to out-of-home listening.

With the ABN and Mutual signings, all four national radio networks are again Nielsen Radio subscribers. CBS Radio and NBC Radio signed earlier. Mutual and ABN have been out since the end of last August.

President Roberts said Nielsen would provide MBS with service covering Mutual's entire 19-hour daily schedule (7 a.m. to 2 a.m. EST), effective this month.

150 NBC Executives to Attend School on Network's Problems

Some 150 of NBC's high ranking executives will be going to school within the next few weeks.

The network announced Thursday that starting March 9 it will conduct a series of four one-week study sessions in which executives will tackle typical case history problems to broaden their understanding of the network's business, its goals and its management problems. They will study programming, sales, finance and other important facets of the total operation. The "school" is similar to the management training programs conducted by RCA and is the first for NBC. Executives involved will be from both radio and television and include a few now at the vice president level, it was understood.

The study sessions will be held at the Nassau Tavern Hotel, Princeton, N. J., with small study group "classes" beginning Sunday night and running through Saturday noon. About 37 "students" will attend each week's session and they also will hear talks from other top company officials and possibly from outside experts. The series will run through the week beginning April 6. It is being conducted by the network in cooperation with Harbridge House, Boston management consulting firm specializing in executive training programs. D. C. Wallace, RCA administrator for advanced management programs, will be coordinator, working with the NBC personnel staff.

CBS Inc. Sales Up 8.6%; Profits Up Nearly $6 Million in 1957

Increases in both sales and profits in 1957 over 1956 were announced Wednesday by CBS Inc. Board Chairman William S. Paley. Consolidated profits for the fiscal year ended Dec. 28, 1957, were estimated at $22.1 million, compared to $16,283,000 earned in 1956. Sales for 1957 were estimated to total $385.4 million, 8.6% higher than 1956 sales of $354,780,000.

Per share earnings for 1957 were $2.90 as compared to $2.17 per share earned in 1956. CBS Inc. in July 1956 discontinued its radio-tv receiver manufacturing division, CBS-Columbia, because it was unprofitable. The CBS Inc. board last week declared a cash dividend of 25 cents per share on its Class A and B stocks payable March 7 to stockholders of record Feb. 21.

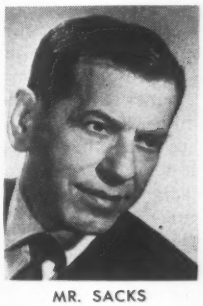
Mutual Forms Organization For Own, Affiliates' Newsmen

Mutual will file a charter this week with the New York State Charter Commission in Albany for its newly-formed Mutual Network Correspondents Assn., an organization composed of its own news personnel plus newsmen at its 460 affiliated stations.

Norman Baer, Mutual news director, said the major goal of the association is to press for equal privileges for radio newsmen with those of reporters in the printed media but expressed the view the organization would add to radio newsmen's prestige at the local level. One of the initial projects of MNCA, Mr. Baer said, is the publication of a monthly *Operation Newsletter*, which will be designed to upgrade news coverage and provide interchange of suggestions between MBS newsmen and affiliates.

Sacks Dies of Leukemia at 56; Was NBC-TV Talent, Programs V.P.

Emanuel (Manie) Sacks, 56, NBC-TV vice president in charge of talent and programs, died last week (Sunday, Feb. 9) of leukemia at the Albert Einstein Medical Center, New York. He had been ill since last October.



MR. SACKS

Funeral services were held in Philadelphia Tuesday. Honorary pallbearers included Brig. Gen. David Sarnoff, RCA board chairman; Robert Sarnoff, NBC president; Robert E. Kintner, NBC executive vice president, and television personalities Sid Caesar, Perry Como and Frank Sinatra.

Mr. Sacks was elected in November 1956 to the post he held at the time of his death. He joined RCA in 1950 as director of artists relations, RCA Victor, and in December of that year was named a staff vice

president of the company. In 1953 Mr. Sacks was elected vice president and general manager of RCA Victor Records and, in addition, a staff vice president of NBC. He also was named Philadelphia's "Man of the Year" that year.

Mr. Sacks entered the broadcasting field as head of public relations and the artists bureau of WCAU Philadelphia. From 1940-1950 he was head of artists and repertoire for Columbia Records.

Surviving are his mother, Mrs. Harry N. Sacks; a brother, Lester, and three sisters, Mrs. Stella Cravis, Mrs. Samuel Haber and Mrs. Bella Rush, all of Philadelphia.

Mr. Sacks' family requested that instead of flowers, donations be made to the Emanuel Sacks Foundation at the Albert Einstein Medical Center, Philadelphia. Mr. Sacks established the foundation in 1955 to finance research in blood diseases.

Regional Meetings Scheduled By ABN With Its Affiliates

Four regional meetings with affiliates of ABN will be held this week and next, the first today (Monday), Station Relations Vice President Edward J. DeGray announced last week [CLOSED CIRCUIT, Feb. 10].

Today's session is at the Fairmont Hotel in San Francisco. It will be followed by one at Chicago's Drake Hotel Thursday, at the Waldorf-Astoria in New York Feb. 25 and at the St. Charles in New Orleans Feb. 28.

The sessions will discuss programming, as indicated when network officials advised the stations that ABN was cutting back its all-live programming [NETWORKS, Jan. 27], and also are expected to explore other areas of common interest to network and affiliates. The need for improved clearances for network programming is expected to be stressed by ABN authorities.

Affiliates may attend the meetings in their respective districts, or, if more convenient, any of the others. Each session will start at 9:30 a.m. and wind up with a reception in the evening. In addition the network will have a station relations suite open. President Robert E. Eastman will head the ABN group at each meeting.

NBC-TV Sets Big League Schedule

NBC-TV will again telecast *Major League Baseball*, a 26-game schedule to be offered April 5-Sept. 27 on 160 stations, it was announced last week. The games will not be carried by any station within 50 miles of a major league park or in certain other areas restricted by major league team agreements, the network said. The series will include home games of the Milwaukee Braves, Pittsburgh Pirates, Baltimore Orioles, Boston Red Sox and Detroit Tigers.

AB-PT Declares 25-Cent Dividends

The board of directors of American Broadcasting-Paramount Theatres declared a dividend last week of 25 cents per share on the outstanding preferred stock and 25 cents per share on the outstanding common stock of the corporation payable March 15 to holders of record Feb. 21, according to Leonard H. Goldenson, president.

FCC Withholds Action On Hill Pay Tv Plea

The FCC last week discussed but withheld action on the House Interstate & Foreign Commerce Committee's resolution asking that subscription television tests be postponed indefinitely. The Feb. 6 resolution had expressed committee doubts about the Commission's right to authorize toll trials and asked a delay while the committee deliberated further late this summer or early fall [LEAD STORY, Feb. 10].

Further FCC discussion of the Hill request will be held at the next regular Commission meeting this Wednesday. The issue was passed at last week's session in the absence of two of the seven commissioners. In addition, there was feeling that the commissioners needed more time to study the matter.

This Wednesday is also the date when the Senate Interstate & Foreign Commerce Committee plans an executive session on a Senate resolution that the sense of the upper chamber be conveyed to the FCC as condemning subscription tv. The resolution was authored by Sen. Strom Thurmond (D-S.C.) who was joined by six other senators.

March 1 is the date the FCC set last fall for the start of processing of applications for toll tv test operations. House Commerce Committee Chairman Oren Harris (D-Ark.) stated that his committee had been mindful of this imminent deadline when it chose to adopt a "sense" resolution rather than resort to more time-consuming efforts to legislate against pay tv.

Elsewhere on Capitol Hill last week, the subscription tv issue kept popping up.

Sen. Russell Long (D-La.) wrote FCC Chairman John C. Doerfer in connection with allegations by Zenith Radio Corp. President E. F. McDonald Jr. that certain tv stations, urged on by their network, had been broadcasting false charges against toll tv. Sen. Long, saying he has no stand on subscription television, felt the truth or falsity of these claims should be established. If the allegations are false, he said, it should be "exposed" to the public; if the charges are true, then action should be instituted against the stations involved.

Specifically, Sen. Long requested Chairman Doerfer to furnish a report on "the treatment that television stations have given to subscription television since October of 1957, particularly with regard to the fairness of their presentation on the subject."

Another bill (HR-10562) to outlaw pay tv came from Rep. William G. Bray (R-Ind.). Pay tv is a "new concept of broad national interest" and a matter in which Congress itself must exercise authority, he said.

Expressions of disfavor towards pay tv, received from their home states, were introduced into the *Congressional Record* last week by Rep. Albert W. Cretella (R-Conn.) and Rep. Robert C. Byrd (D-W. Va.). The West Virginia sentiment was in the form of a state legislature resolution adopted a fortnight ago which memorialized Congress not to allow passage of any legislation that would permit pay tv.

Rep. Emanuel Celler (D-N. Y.) last Thursday restated his objections to toll tv in an address to the American Federation of Radio & Television Artists. He told the meeting in New York's Hotel Sheraton Astor that, as chairman of the House Committee on the Judiciary, he was concerned with current "restrictive practices" in free tv. He said the imposition of pay television would subject the industry to tests which would have profound influence on its entire structure and "would aggravate the problem of concentration of control."

Solomon Sagall, president of Teleglobe Pay-Tv System Inc., who supported pay tv tests at last month's House Commerce Committee hearing, last week offered a "compromise pay-tv proposal," to the FCC. He plans to submit his two-fold plan to Sen. Warren G. Magnuson's (D-Wash.) Commerce Committee later this month.

Mr. Sagall's first proposal is that the three-year pay tv tests be limited to uhf channels only. He charged that nearly 1,200 uhf channels are now "lying dormant" and contended the argument that toll tv will rob the public of free programs does not apply to uhf with the same force as to vhf. Mr. Sagall said this would stimulate manufacture of all-channel receivers and provide beneficial competition to free vhf programs.

He termed uhf as "a veritable no-man's land where the networks do not choose to pioneer."

Mr. Sagall's second proposal is that the FCC should "remove all restrictions from the use of pay tv, by whatever system, by any tv station, anywhere in the country, provided that the station in question will use pay tv for teaching and instruction."

He said this would permit a "vast extension of the nation's educational facilities". In his Commerce Committee testimony, last month, Mr. Sagall outlined Teleglobe's plan for an "International Television University" [GOVERNMENT, Jan. 27].

S. C. Assembly Opposes Pay Tv

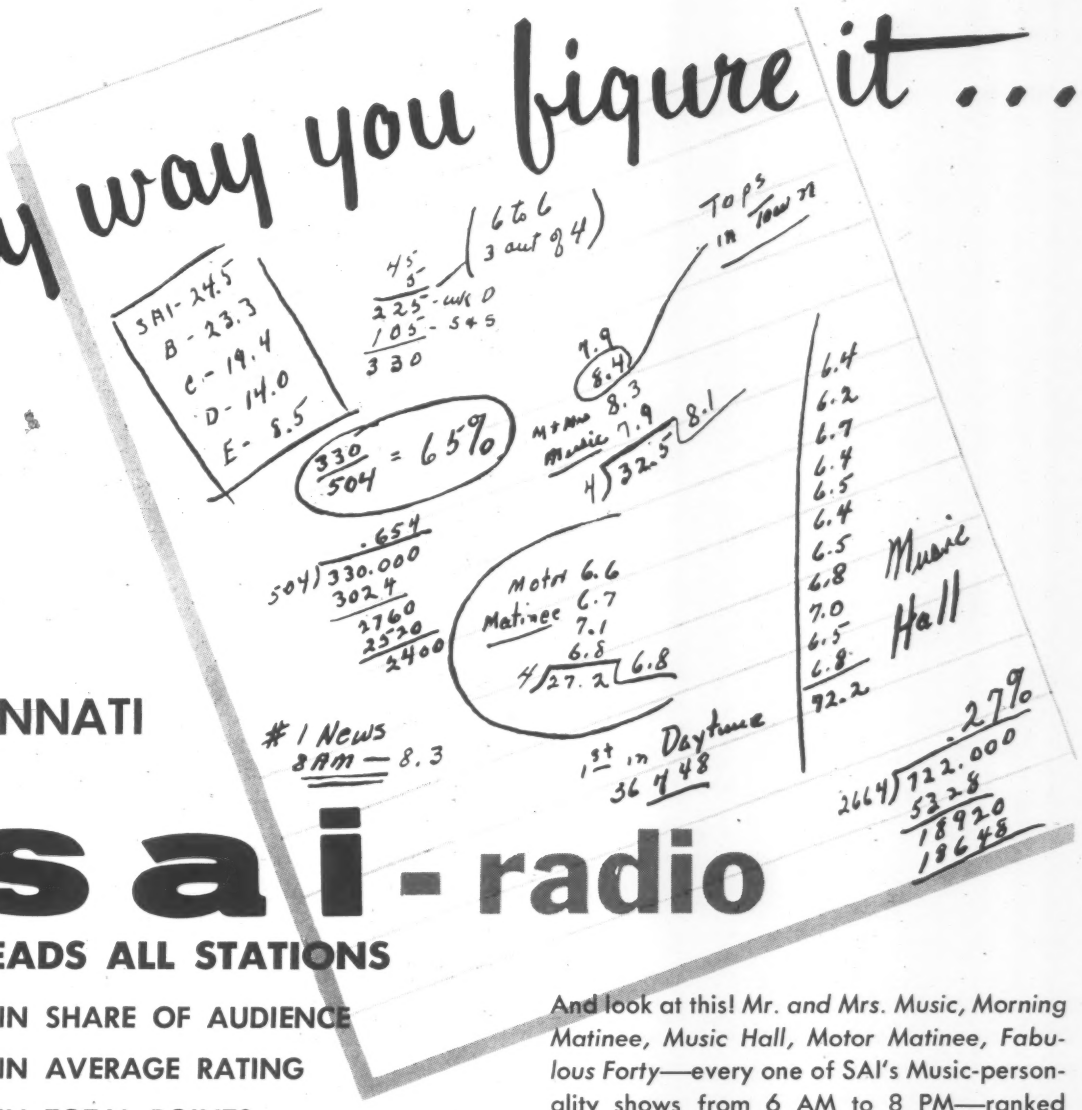
The General Assembly of South Carolina has passed a resolution memorializing Congress "not to authorize the imposition of a pay tv system upon the people." Copies have been forwarded to South Carolina's senators and congressmen in Washington as well as to the clerks of the House and Senate.

Conelrad Safety Concerns Hill

Fear that communists have infiltrated some elements of the Conelrad emergency broadcast system were expressed by the House Un-American Activities Committee in its annual report issued last week.

The committee referred to the fact that the leftist-dominated American Communications Assn. represented technicians in seven radio stations and that some of these were Conelrad participants. The stations are WLIB and WBNX, New York, and WPEN, WIP, WDAS, WIBG, and WHAT, all in Philadelphia.

Any way you figure it . . .



IN CINCINNATI

*sai-radio

LEADS ALL STATIONS

- IN SHARE OF AUDIENCE
- IN AVERAGE RATING
- IN TOTAL POINTS
- IN TOP RATED QUARTER HOURS

The PULSE, November-December

*(Pronounced "sigh", as of relief when you find a station that's *tops* in every way) . . .

And look at this! Mr. and Mrs. Music, Morning Matinee, Music Hall, Motor Matinee, Fabulous Forty—every one of SAI's Music-personality shows from 6 AM to 8 PM—ranked among Cincinnati's "Top Ten."

You can "figure" on WSAI-Radio's talent-laden, 5000 full time Watts to tell and sell your story in America's 17th market.

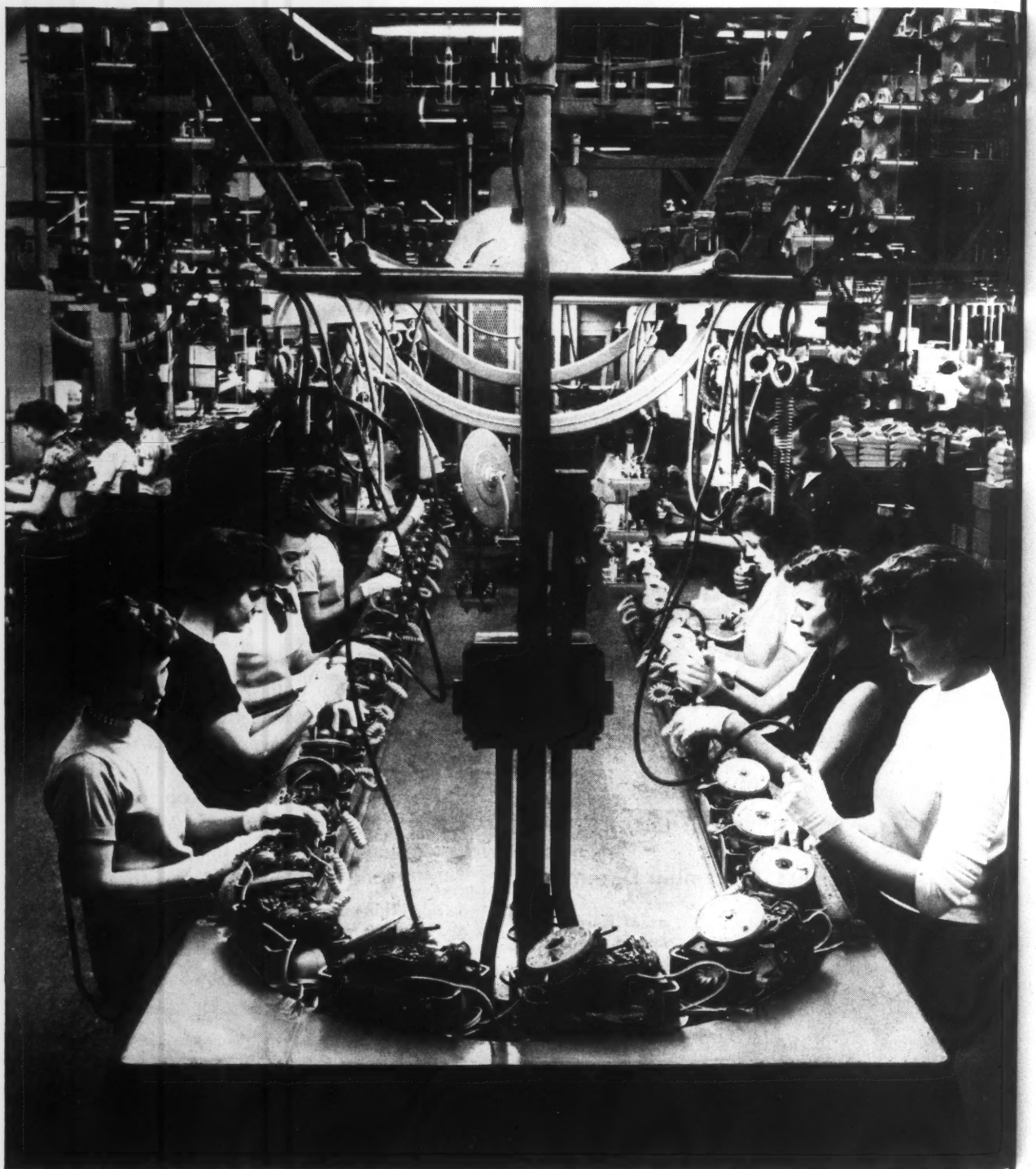
Things are BUZ-zing in Phoenix, too. Keep your ears on KBUZ . . . another GORDON Station.

WSAI Radio

GORDON BROADCASTING COMPANY
SHERWOOD R. GORDON, PRESIDENT
CINCINNATI 2, OHIO

SOLD NATIONALLY BY
ADAM YOUNG, INC.

WESTERN ELECTRIC AND



TELEPHONE TEAMWORK. At Western Electric's Indianapolis Works, these girls handle the final assembly of telephone sets. A 2½-mi long conveyor system links the various manufacturing steps, bringing components and sub-assemblies from every corner of the pla

D INDIANAPOLIS, IND.

Capital city of Hoosier-land—and home of the "500-mile" auto race — this market town and industrial center has been the telephone "Capital" of the U.S. for ten years. Here Western Electric makes telephone sets for the Bell System—and produces a host of home-grown community benefits in the process.

Indianapolis is a small town grown big. Yet much of the small town lives on — in the spirit of the friendly people who have sparked its progress from the start.

These are the people who have sparked *our* progress at Western Electric since we came to town in 1948. Last year our big plant on Shadeland Avenue turned out 6½ million Bell telephone sets—thanks to the more than 6,000 Indianapolis people who are helping with our job as the manufacturing and supply unit of the Bell System.

As important as the telephones we make are the benefits our work helps provide. Besides jobs for our own employees, our purchases from 716 local suppliers help to extend these benefits to thousands of other men and women in the Indianapolis area. (These local companies, incidentally, are part of our statewide supplier team of 2350 firms.)

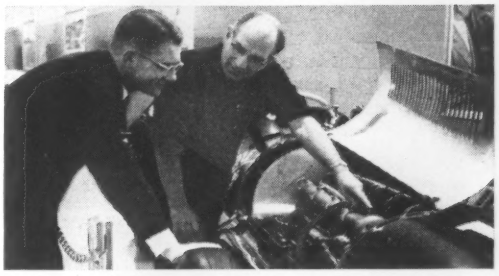
Actually, our activities affect nearly everybody in town. Local merchants, through our payrolls. City government, from the taxes we pay. Civic and social life, through the participation of our employees.

In Indianapolis, these economic and social contributions are an important part of our job.

Besides Indianapolis, Western Electric has factories in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased 1¼ billion dollars worth of raw materials, products and services from our nearly 33,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

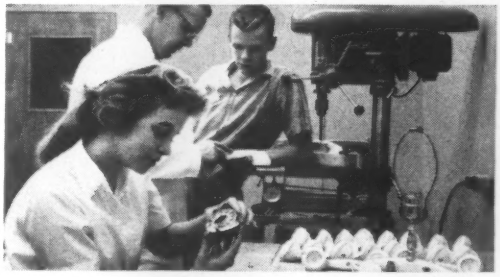
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



SPEEDWAY MUSEUM at the Indianapolis "500" track houses famous racing cars, mementoes of past Memorial Day events. Jack Pursel (left) of Western Electric, a native Hoosier, talks with the museum's manager.

TELEPHONE BOXES by the millions are made for W.E. by Inland Container Corp., one of many local W.E. suppliers. Here, Inland sales manager, E. M. Huxford (right) talks with Western Electric's Ken Martin.

ON STAGE at the Indianapolis Civic Theater, Western Electric employee John Benedix (foreground) and wife huddle with the director. John is typical of the many W.E. employees who are active in the city's cultural life.



JUNIOR ACHIEVEMENT company sponsored by W.E. makes and sells telephone table lamps. W.E.'s Art Rehn (center), one of the company's advisors, is typical of our workers who support valuable youth projects.

NAB Asks Postponement Of Tall Tower Plans

The National Assn. of Broadcasters last week urged the FCC to "postpone the adoption of the recommended Joint Industry-Government Tall Structures Committee criteria until such time as JIGTSC itself has assessed and evaluated the worth of these criteria." This NAB request follows on the heels of various other comments filed in the tall tower-antenna farm proposals of the Commission, which would incorporate standards into tv regulations judging tall towers and their potential hazards to air navigation.

Late last month, the powerful Assn. of Federal Communications Consulting Engineers told the Commission that the tall tower proposals should be withdrawn and held in abeyance until a year's trial [GOVERNMENT, Feb. 3].

The Commission's antenna height proposals were first issued as proposed rulemaking in March 1956, and a further notice was issued last November. The additional notice was based on recommended criteria worked out by JIGTSC. The basic changes proposed in Parts 1 and 17 of the FCC rules is to require applicants for broadcast towers which are over 500 ft. above ground to be sited on antenna farms. The JIGTSC agreement also spelled out certain criteria to be applied in evaluating whether towers are to be considered hazardous to airplanes.

In its comments last week NAB requested numerous amendments in the tower proposals. NAB also asked that the Commission make "a clear and firm pronouncement that it is (FCC) policy that more than one antenna farm will be established in every community."

Other comments in this proceeding filed last week included the following:

ABC—Recommended that the proposed rules be postponed until several substantive and procedural problems are cleared up.

WTSP-TV Inc. (applicant for ch. 10 in St. Petersburg); WJTV (TV) Jackson, Miss.; KHQ-TV Spokane, Wash.—Are in opposition to part of proposed rule which would require construction to be already in place for an area to qualify as an antenna farm. They are also opposed to requiring the location of a tv antenna on an existing structure without an increase in its overall height, and to the stipulation that anyone constructing a tall tower must provide for possible others by obtaining a tower which would be more extensive than he would otherwise need.

KMBC-AM-TV Kansas City, Mo.; KFRM Concordia, Kan.; Globe News Publishing Co.; Golden West Broadcasters—Believe rules proposed would unduly restrict the broadcasting industry. They endorse comments filed by Consulting Engineer A. Earl Cullum Jr. [GOVERNMENT, Feb. 3] which urged rejection of the JIGTSC criteria as part of the rules.

Storer Broadcasting Co.—Wants proposals held up pending a revision of certain procedures and the Airspace Panel (an executive department unit which expresses approval or disapproval of proposed broadcast tower heights and sites) demonstrates that JIGTSC criteria are being applied properly.

WHAS-AM-TV Louisville, Ky.—States that the proposed rules fail to define "antenna farm." The JIGTSC report enforces military criteria. The proposed changes would increase the burden on applicants proposing towers of less than 500 ft. The Commission should revise the present procedures for aeronautical study. The FCC should defer action until June 1958.

Vir N. James (consulting engineer)—Observes that consideration of the JIGTSC standards has tended to impede the public interest. Believes FCC by itself should authorize use of radio towers.

Lestoil Video Ads Deceptive, Says FTC

The Federal Trade Commission widened the scope of radio-tv commercial complaints last week as it moved against a big television spot advertiser, Lestoil household detergent. Up to now in the year since it was created the FTC's special broadcast monitoring unit has developed actions against drug and cosmetic sponsors and other complaints on bait-switch and price claims.

Adell Chemical Co., Holyoke, Mass., has failed to reveal in advertising and labels that its Lestoil is dangerously flammable, the FTC is undertaking to prove. To underline its claim that Lestoil commercials deceive viewers into thinking the product is safe, the FTC, for the first time in a tv case, has illustrated its published complaint with frames taken from the filmed commercial. (A respondent in another tv case —American Chicle Co. for its Rolaids antacid spots—vigorously opposed still pictures as government evidence in hearings.)

Jacob L. Barowsky, president of Adell Chemical Co., in answer to the charge that Lestoil is dangerously flammable stated "emphatically" that this is not so and that the product complies with "all federal regulations" on labeling and advertising. To back up his statement that the FTC conclusion is "absolutely erroneous," Mr. Barowsky offered tests made by an independent laboratory concluding that Lestoil is not hazardous for regular household application and that according to Interstate Commerce Commission regulations, it is not a flammable liquid. The company has not received any reports of accidents or questions of safety since the product was introduced 25 years ago, according to the official.

"EXPERIMENTING" *with mother's bottle of Lestoil detergent can be dangerous, the FTC says. The picture is one of four "exhibits" attached to a federal complaint charging that Lestoil's television commercials are deceptive because there is no warning of fire hazard.*

The FTC complaint contends that Lestoil "possesses a dangerously low flash point, will vaporize to a flammable mixture under many conditions commonly encountered when used according to directions and will thereby create a definite fire hazard." Adell Co. fails to give precautions necessary for safe use of Lestoil, according to FTC counsel supporting the complaint.

Lestoil currently is buying television spot at the rate of $6 million a year, according to Television Bureau of Advertising, which includes the cleanser among the medium's conspicuous sales successes [ADVERTISERS & AGENCIES, Feb. 10]. Its tv budget (other media are scarcely used) increased by $3.5 million from 1955 to 1957, according to TvB President Norman E. Cash. Lestoil's agency is Jackson Assoc. Inc., Holyoke.

Adell has 30 days to answer the FTC charges, which will be heard in Boston April 8.

FCC Initiates Action to Solve New York Area Drop-In Problem

The FCC last week tackled one of the "problem cities," areas where "dropped-in" vhf channels have been placed out of bounds as far as antenna tower recommendations of the Airspace Panel of the Air Coordinating Committee are concerned [GOVERNMENT, Jan. 13], by directing preparation of a document in the Albany-Schenectady-Troy-Vail Mills, N. Y., tv rule making proceeding.

The Commission's document in the rule making proceeding—which, among other things, modified the license of Copper City Broadcasting Corp. to specify operation of ch. 13 WKTV (TV) Utica on ch. 2—would order Copper City to show cause why it should not operate WKTV on ch. 2 at an alternative site suggested in a pleading of Jan. 30 by ch. 3 WSYR-TV Syracuse, which is 60 miles from WKTV. The site suggested, however, is only 169 miles from ch. 2 WCBS-TV New York, one mile less than the required separation. The document would simultaneously order CBS Inc. to show cause why its license for WCBS-TV should not be modified to accommodate the operation of co-channel WKTV at the site 169 miles away.

Panel Denies WHAS-TV Request

The Washington Airspace Panel turned down once again the request of WHAS-TV Louisville, Ky., for permission to move its antenna to a new site near Brownsboro and to build a 2,000-foot tower. The decision was unanimous. The panel offered to permit WHAS-TV to build a 500-foot tower at the selected site. It also offered to permit a

2,000-foot tower south or southwest of the Fort Knox restricted area.

About a year ago, the Airspace panel suggested that WHAS-TV join other Louisville stations at Ramsey, Ind.

WHAS-TV's request for a new site and higher antenna is scheduled to be the subject of an FCC hearing to begin tomorrow before Hearing Examiner Hugh B. Hutchison. The move is being contested by WLEX-TV and WLAP-TV, both Lexington, Ky.; WKRC-TV Cincinnati, Air Transportation Assn., National Business Aircraft Assn., Aircraft Owners & Pilots Assn., Air Line Pilots Assn. and the Kentucky Dept. of Aeronautics.

Justice Dept. Investigating Complaint on ASCAP Demands

The Dept. of Justice is taking a look at ASCAP's per-program tv license requirements.

A charge—that the details required by ASCAP in its per-program tv licenses are so onerous as to make it impossible for a station to gain any worth—had been made to the U. S. Attorney General by G. Richard Shafto, executive vice president, WIS-TV Columbia, S. C.

Mr. Shafto alleged ASCAP has extended, by program definition, the collection of fees to programs which do not make use of ASCAP compositions; that the reporting functions "are so detailed and voluminous that one must seriously doubt whether this logging information is necessary or helpful to ASCAP's operation . . ." In the case of film programs and announcements, Mr. Shafto pointed out, some form of central clearing house would be required. The terms, he added, are "impracticable—and nearly impossible of licensee fulfillment."

In reluctantly signing a blanket contract with ASCAP, Mr. Shafto stated that he thought the provisions of the per-program license were in conflict with the 1941 consent decree.

On Jan. 31, Victor R. Hansen, Assistant Attorney General in charge of the Antitrust Division, asked for further information and said the Judgments and Judgment Enforcement section of the division is studying ASCAP's compliance with the decree.

Mr. Shafto submitted the material Feb. 5.

Storer Denied Tax Certificate

The FCC last week denied a request by Storer Broadcasting Co. for the issuance of a tax certificate which would permit postponement of tax payments on the profit in the sale of WBRC-AM-FM-TV Birmingham, Ala., by Storer to Radio Cincinnati Inc. (WKRC stations) last May for $6.35 million. Early in 1957 the Commission ruled that it would not issue any more tax certificates unless the sale of a station resulted directly from some change in regulations which required the move.

Roosevelt Postpones ASCAP Session

A congressional hearing on complaints by small music publishers against ASCAP, scheduled to begin Feb. 25 [GOVERNMENT, Feb. 10], has been postponed to March 13, Rep. James Roosevelt (D-Calif.) announced last week. Mr. Roosevelt is chairman of a subcommittee of the House Small Business Committee, which is looking into complaints that a small clique of music publishers control ASCAP.

KPIX (TV) Sabotage Case Heard In Argument Before Appeals Court

The KPIX (TV) San Francisco incident, in which three striking radio operators were charged with sabotaging the station's transmitting facilities and subsequently received 90-day license suspensions by the FCC, was argued before the U. S. Court of Appeals in Washington last week. The appellants' attorney, Warren Woods, declared the Commission in that portion of the Communications Act cited in this case had no jurisdiction to suspend licenses for actions arising out of a labor dispute.

The strike of NABET employes at KPIX in December 1954 [PERSONNEL RELATIONS, Dec. 20, 1954, *et seq.*], was accompanied by the "sabotage" by three station employes, resulting in the disabling of the ch. 5 Westinghouse outlet's transmitter for 13 hours. The damage, termed at the time by General Manager Philip G. Lasky as "without precedent in the more than 30 years of broadcasting history in the United States," resulted from such acts as removal of fuses and the insertion of dummy fuses in their place and concealment of blueprints and instruction books.

The FCC case was presented in court by Mrs. Ruth Reel. Hearing the argument were Judges Charles Fahy (presiding), Walter M. Bastian and Warren E. Burger. The 90-day license suspensions of the radio operators have been stayed pending the court decision.

Senate Small Business Group Says It'll Watch DBA Problem

The Senate Small Business Committee said last week it would continue to keep an eye on the FCC and its solution to the daytime broadcasters petition for extended time of operation.

In its annual report, the Senate committee said it was "encouraged" by the fact that the FCC issued a proposed rule-making notice in response to the petition by the Daytime Broadcasters Assn. [GOVERNMENT, Dec. 23, 1957]. It expressed the hope that "at long last" a decision is imminent, but warned that it intends to keep an eye on the matter "until the FCC meets its obligation to render a decision." The committee was critical of the FCC for having delayed for 10 years a decision in the clear channel and daytime skywave cases.

DBA asked that daytime stations, now limited to sunrise to sunset operation, be permitted to begin broadcasting at 5 a.m. or sunrise whichever is earlier and to end operations at 7 p.m. or sunset, whichever is later. Comments are due March 18.

A hearing was held in April 1957 by a Senate Small Business subcommittee headed by Sen. Wayne Morse (D-Ore.). This resulted in a report accusing the FCC of "unwarranted and inexcusable" delay, favoring dominant members of the industry, and an "attitude of indifference and negative" approach.

FCC Getting Ready For Barrow Hearing

The FCC, harried and shaken by disclosures and charges on Capitol Hill, last week began preparing for open hearings on the vital and controverisal Barrow Report on network practices.

The hearings are to commence March 3.

Lead-off witnesses will be network representatives—with each network allowed two days to present its evidence. The hearings are expected to run at least 30 days.

Preparations for the crucial hearing are in the hands of the Broadcast Bureau's Office of Network Study. This is headed by Warren Baum, an economist.

Broadcast Bureau counsel will be Robert J. Rawson and Herbert M. Shulkind. Mr. Rawson is chief of the Bureau's hearings branch; Mr. Shulkind is assistant chief of the Bureau's rules and standards division.

Following is the list of witnesses:

ABC—Leonard H. Goldenson, Oliver Treyz, Simon B. Siegel, Slocum Chapin, Alfred R. Beckman, Sterling C. Quinlan (WBKB [TV] Chicago), James G. Riddell (WXYZ-TV Detroit), Selig J. Seligman (KABC-TV Los Angeles).

CBS—Frank Stanton, Merle S. Jones, Richard S. Salant, William B. Lodge.

NBC—Robert W. Sarnoff, David C. Adams, Hugh M. Beville, Walter D. Scott, Charles R. Denny, Thomas B. McFadden, William N. Davidson (WRCA-TV New York), Jules Herbuveaux (WNBQ [TV] Chicago), Lloyd E. Yoder (WRCV-TV Philadelphia), Thomas C. McCray (KRCA [TV] Los Angeles), Carleton D. Smith (WRC-TV Washington), Charles C. Bevis (WBUF [TV] Buffalo) and Peter B. Kenney (WNBC [TV] New Britain, Conn.).

Corinthian Stations—C. Wrede Petersmeyer.

King Broadcasting Co.—Mrs. A. Scott Bullitt and Otto P. Brandt.

Meredith Publishing Co.—Payson Hall.

Modern Broadcasting Co. (WAFB-TV Baton Rouge, La.)—Dwight W. Martin.

RKO Teleradio Pictures Inc.—Thomas F. O'Neil.

Southwestern Radio & Tv Corp.—Donald W. Reynolds.

Storer Broadcasting Co.—George B. Storer.

TLF Brodcasters—Weston C. Pullen and Hugh B. Terry.

Utah Broadcasting & Tv Corp.—George Hatch.

Westinghouse Broadcasting Co.—Donald H. McGannon, Joseph E. Baudino and C. C. Woodard Jr.

WKY Television System Inc.—P. A. Sugg.

ABC-TV Affiliates Committee—Alex Keese (WFAA-TV Dallas), Joe Drilling (KJEO [TV] Fresno), Martin Umanski, (KAKE-TV Wichita), and Charles B. Britt (WLOS-TV Asheville).

CBS Affiliates Committee—Due to be filed.

NBC Affiliates Committee—Due to be filed.

NTA Film Network—Ely A. Landau.

KTTV (TV) Los Angeles—Richard Moore.

Stations Represented by CBS Spot Sales—Jay W. Wright (KSL-TV Salt Lake City) and Glenn Marshall Jr. (WMBR-TV Jacksonville, Fla.).

Station Represented by NBC Spot Sales—Nate Lord (WAVE-TV Louisville, Ky.).

Station Representatives Assn.—Lloyd Griffin (Peters, Griffin & Woodward), Lewis H. Avery (Avery-Knodel), Eugene Katz (Katz Agency), Frank Headley (H-R Television), John Blair (Blair Tv), Joseph J. Weed (Weed Television), Adam J. Young Jr. (Young Television).

Edward Petry & Co.—Edward Petry or Edward E. Voynow.

Committee for Competitive Tv—John W. English.

WVEC-TV Norfolk, Va.—Thomas P. Chrisman.

KFRE-TV Fresno, Calif.—Paul Bartlett.

KFDM-TV Beaumont, Tex.—C. B. Locke.

KVAR (TV) Mesa, Ariz.—Richard O. Lewis.

WCSH-TV Portland, Maine—William H. Rines.

WDSU-TV New Orleans, La.—Edgar B. Stern Jr. and/or Robert D. Swezey.

WFLA-TV Tampa, Fla.—George Harvey.

WLAC-TV Nashville, Tenn.—T. B. Baker Jr.

WMBD-TV Peoria, Ill.—Charles C. Caley.

WWJ-TV Detroit, Mich.—Edwin K. Wheeler.

Senate Resets Liquor Bill Date

Sen. Warren G. Magnuson (D-Wash.) announced last week the Senate Commerce Committee hearing on the Langer bill to prohibit the advertising of alcoholic beverage (S 582) has been changed from April 14 to April 22. Sen. Magnuson is chairman of the Senate committee.

Comments Again Favor Boosts for Class IVs

The FCC was again faced with an overwhelming expression of sentiment last week in favor of its proposed rule-making to permit Class IV stations to boost maximum power from 250 w to 1 kw, daytime only, with directional antennas to be used where necessary. Reply comments to those filed last December on the proposed power boost [GOVERNMENT, Dec. 9, 1957] generally agreed with the original opinions.

The Community Broadcasters Assn., representing almost 500 Class IVs out of more than 900 on the air, and which last December suggested the Commission authorize a nighttime power increase as well, last week again came to bat in favor of the power increase, stating: ". . . In the overall it can be seen that radio listener habits have changed in the years since broadcasting was in its infancy. . . . Listeners are relying more and more upon their local stations. . . . Class IV stations are the only (ones) capable of fulfilling the diverse needs of . . . smaller communities both day and night. . . ."

American Broadcasting Network, another of the more than 150 organizations which submitted comments last year, and one which also believed the FCC didn't plan far enough in producing improvement in Class IV station coverage, last week continued to urge adoption of the rules "providing that in acting upon applications for such increases consideration will be given to adjacent-channel but not co-channel interference."

As was the case last year, opposition to the FCC plan stemmed from the possible economic factors involved in boosting Class IVs and the interference and adjacent frequency problems. Typical of these attitudes were the reply comments of WMYR Fort Myers, Fla. (1410 kc, 5 kw day, 500 w

Further word on how tv fared in 1956

Additional details of tv's 1956 gross revenues of $896.9 million were made public by the FCC last week. The income figures (which showed tv income before taxes of $189.6 million) were released last summer [GOVERNMENT, Aug. 26, 1957] and in September the Commission released individual tv market data [GOVERNMENT, Sept. 23, 1957]. Tables released last week included 1956 data for three national networks and 474 tv stations; pre-freeze and post-freeze income classification, stations classified by volume of revenues; expenses of networks and stations; principal expense items of stations by volume of revenues; investment in tangible property; and employment by networks and stations. Two of them are reproduced below.

THE REVENUES: *Broadcast financial data of three television networks and 474 television stations in 1956.*

ITEM (1)	($ MILLIONS) 3 NETWORKS AND THEIR 15 OWNED AND OPERATED TV STATIONS (2)	459 OTHER TV STATIONS (3)	TOTAL 3 NETWORKS AND 474 TV STATIONS (4)
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nationwide networks	$269.1	$ 98.6	$367.7
b. Miscellaneous networks and stations	—	—	—
Total network time sales	269.1	98.6	367.7
2. Non-network time sales to:			
a. National and regional advertisers	55.7	225.5	281.2
b. Local advertisers	22.9	151.3	174.2
Total non-network time sales	78.6	376.8	455.4
Total time sales	347.7	475.4	823.1
3. Deduct—Commissions to agencies, representatives, etc.	$ 70.9*	$ 63.1	$134.0
Net time sales	276.8	412.3	689.1
B. Revenues from incidental broadcast activities:			
Talent	135.1	11.3	146.4
Sundry broadcast revenues	30.4	31.0	61.4
Total incidental broadcast activities	165.5	42.3	207.8
Total broadcast revenues	442.3	454.6	896.9
C. Total broadcast expenses of networks and stations	356.9	350.4	707.3
D. Broadcast income (before federal income tax)	$ 85.4	$104.2	$189.6

* Of this amount $55.7 million is applicable to the total sale of network time.

THE COST: *Principal 1956 expense items of tv stations* with $25,000 or more time sales.*

BROADCAST REVENUES	NO. OF STATIONS	AVERAGE PER STATION TOTAL EXPENSES	SALARIES AND WAGES	FILM	TALENT	DEPRECIATION	ALL OTHER
Less than $1,000,000	4	$ 762,922	$286,503	$117,425	$ 14,163	$101,214	$243,617
1,000,000-1,250,000	7	906,967	376,319	93,014	32,683	70,699	334,252
1,250,000-1,500,000	5	1,141,294	419,541	150,685	70,569	120,094	380,405
1,500,000-2,000,000	18	1,223,492	491,866	121,443	38,589	173,029	398,565
2,000,000-2,500,000	21	1,347,487	517,423	120,691	53,444	169,994	485,935
2,500,000-3,000,000	9	1,648,669	664,470	223,851	100,487	138,843	521,018
3,000,000-3,500,000	9	1,761,455	771,824	175,554	117,901	134,674	561,502
3,500,000-4,000,000	9	2,465,135	905,104	444,041	192,863	166,763	756,364
4,000,000-6,000,000	6	3,347,629	1,138,147	607,144	161,826	221,690	1,218,822
Over 6,000,000	7	4,651,535	1,382,643	984,810	292,793	205,938	1,785,351
Total Pre-freeze Stations	95	$1,799,483	$665,025	$260,234	$ 96,600	$157,040	$620,584
Post-freeze Stations:							
Vhf	262	$ 552,333	$200,599	$ 65,072	$ 13,207	$ 83,573	$189,882
Uhf	86	394,503	143,498	37,350	8,885	59,192	145,578
Total Post-freeze Stations	348	$ 513,329	$186,488	$ 58,221	$ 12,139	$ 77,548	$178,933

* Excludes data for 31 stations as follows: 15 stations owned and operated by networks and 16 stations with less than $25,000 in time sales which are not required to report detailed expense data.

night), which declared that "the existing power limitation should be maintained. . . . The resulting gains and losses of service to the entire population . . . must be evaluated . . . (these facts must be based) on the effect on all stations and all classes in the entire U. S. . . ."

KADY St. Charles, Mo. (cp on 1460 kc with 5 kw, directional antenna, day, which frequency is adjacent to one Class IV—1450—and 30 kc from another—1490), stated that it "would suffer objectional interference within its normally protected contour," if increase proposals were approved.

Reply comments in support of the proposed power boost, with or without modifications, came from the following stations: WDAD Indiana, Pa.; WMAJ State College, Pa.; KMHT Marshall, Tex.; WFTL Fort Lauderdale, Fla.; KDOT Reno, Nev.; WBOW Terre Haute, Ind.; KLAS Las Vegas, Nev.; WBRK Pittsfield, Mass.; WJNO West Palm Beach, Fla.; WRIT Milwaukee, Wis.; KFTM Fort Morgan, Colo.; WOPI Bristol, Tenn.; WJMC Rice Lake, Wis.; WMFG Hibbing, Minn., and WHLB Virginia, Minn.

The original notice of proposed rule making to permit Class IV stations to use 1 kw was issued in June of last year. At that time the Commission made it clear that applications for such power increases would be considered (only) on a case-by-case basis.

FCC Grants Three New Tvs

The FCC granted three new tv stations last week. They were:

• Golden State Telecasting Co., San Francisco—Granted ch. 38. Owned by Marvin Kratter, New York realtor.

• Minneonto Television Inc., International Falls, Minn.—Granted ch. 11. Owned by large group of local citizens.

• Malco Theatres Inc., Memphis, Tenn. —Granted ch. 48. Malco Theatres has 50 theatres in the south central states (Arkansas, Tennessee, Oklahoma, etc.) and is an applicant for uhf channels in Oklahoma City, Okla.; Utica, N. Y.; Columbus, Ohio, and Davenport, Iowa.

Rep. Wolverton to Quit Hill

Rep. Charles A. Wolverton (R-N. J.), a member of Congress for 32 continuous years, announced last week that he will not seek re-election next fall. The 77-year-old congressman is the ranking minority member of the House Interstate & Foreign Commerce Committee and as such is an ex-officio, voting member of the Legislative Oversight Subcommittee. He was chairman of the Commerce Committee during the GOP-controlled 83rd Congress.

WTVD (TV) Tower Move Questioned

The FCC told ch. 11 WTVD (TV) Durham, N. C., last week that its application to move its transmitter site could not be granted without a hearing. WTVD had asked to move its transmitter from a site 9 miles north of Durham and 20 miles north of Raleigh to a site 32 miles southeast of Durham and 10 miles southeast of Raleigh. It also asked an antenna height boost from 1,010 ft. to 1,510 ft.

LIFE COMES TO
LATE NIGHT PROGRAMMING

"There are more than a dozen musical programs on television," said the critic of the Washington Post and Times-Herald, "but none of them equals Nightcap. The second show was filled with as much expert musicianship as the first (which was fully praised in this space)." This was typical reaction to **NIGHTCAP** on **WMAL-TV,** with Charlie Byrd and his quartet in contemporary music, with songs by Ann Read, Felix Grant, m.c. Sunday nights, 11:25 p.m.

And it's only one of WMAL-TV's new, live late-night shows now available for full or participating sponsorship. Others:

PROMENADE: popular music, studio dancing: Friday, 11:20 p.m.

TOWN & COUNTRY TIME: country and western music, Elton Britt: Thursday, 11:20 p.m.

BOWLING: by Washington's top keglers: Wednesday, 11:20 p.m.

wmal-tv
abc
where programming comes to LIFE

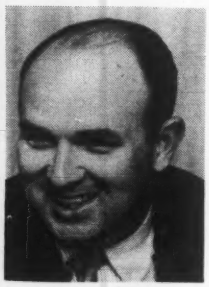
maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION | *for full availability information, check H-R Television, Inc.*

McGANNON ASSAILS BARROW REPORT

- **WBC head criticizes pay tv**
- **Denies 'softness' in tv sales**

The FCC's Barrow Report is a "quantum step" toward destruction of the present structure of television, Donald H. McGannon, president of Westinghouse Broadcasting Co., charged last week.



MR. McGANNON

He struck out specifically at the FCC Network Study Staff's proposals to outlaw network option time and must-buy practices and to put stricter limits on multiple ownership.

He also spoke up against pay television—but warned that "we can't wish it away"—and took exception to talk about a "softness" in television selling. He said that as tv approaches maturity a "new rate of climb" is to be expected, and predicted that television and radio "will emerge stronger than ever" from the closer "scrutiny" that all elements of business are receiving in the current state of the national economy.

In a speech prepared for delivery Friday to the 10th annual Western Radio and Television Conference in San Francisco, Mr. McGannon said:

"It is our opinion at this moment that if the Barrow Report is adopted, in all or some of its major provisions, the present structure of television would be destroyed, the industry would be set back a decade or more, and there would be imposed a degree of governmental restriction and control of the greatest creative arts that would deprive the American public of its ultimate benefits . . . all for no warranted or necessary purpose.

"It is my considered opinion that the Barrow Report was born of unorthodox and subjective methods. The methods used were very apparently not those of a broad examination of all of the available facts and the substantive record of the industry, from which could have been drawn logical conclusions. Rather, it appears to have been a selective examination of an often irrelevant portion of available facts, papers, and industry personnel to support preconceived conclusions. Our company, for example, was never asked to present its full views on option time, the issue of must-buys, the question of multiple ownership, and many similar topics. We were asked to present information and opinion on radio and radio networking, which we believe was occasioned by our disaffiliation from radio networks."

Mr. McGannon said option time "permits network television to be a national advertising medium" and that the revenues from the sale of these periods permits the networks "to present to the public a massive service that cannot be reproduced or duplicated by any film producer, syndicator or any other entity differing in character from the three television networks as we know them today."

The proposed ban on option time, he continued, is "not supported by the facts." He warned that "it will take but a minimal number of major stations failing to clear network programs to result in a consequent loss of sponsorship or sponsor interest and, in turn, the loss of that program to many other communities in the country and to the nation at large. This condition would be progressively infectious and the network system would deteriorate to a point beyond recall."

Restriction of network tv, Mr. McGannon asserted, would have a "corresponding impact on the national economy." He added: "At this time the economic future is at best uncertain, and if this is coupled with the loss of option time, the result, in my opinion, will be the deterioriation and possible destruction of the networks, and national producers and advertisers will be deprived of this powerful and unmatched national medium when they require it the most."

To oulaw must-buy lineups, he asserted, "will also substantially aid in the elimination of network television . . . and permit the print medium to 'wax fat' in a virtual monopolistic atmosphere." To bar must-buys, he suggested, would be comparable to requiring magazines to let their advertisers buy circulation only in the cities they want.

Mr. McGannon said restrictions on multiple ownership were proposed "without any supporting factual indication that multiple ownership has been harmful to the public interest or that it has in any respect failed to fulfill statutory or public responsibility."

He maintained that "local management," rather than "local ownership" should be the key question. "A management that is deep rooted in the community and is fully aware of the customs of its people and the traditions and background of the area," he asserted, "will result in a high level of service to that community."

Mr. McGannon said there "are several other items in the [Barrow] report that I regard with equal seriousness and omit them here only in the interest of your time."

"Every element of the broadcasting industry," he said, "and even related elements, which most certainly include the educator, the advertiser, the advertising agency and similar groups, must step forward and meet this threat in a direct and frontal manner—for to evade this responsibility would mean not only the loss of a great national advertising medium, but even more important would be the crippling of one of the greatest instruments for social betterment known in the history of man."

Regarding the growth of tv billings, he noted that 1956 industry-wide revenues ran 18% ahead of 1955, while the estimates for 1957 ($1.315 billion) are about 8.7% over 1956. He continued:

"An 8.7% increase is . . . healthy . . . for any year, particularly when you are talking in numbers of this magnitude. Yet because this follows a year in which an 18% increase occurred, there has been some shaking of heads . . . and some talk of a 'softening' in television.

"WBC doesn't believe there is any softness in television. What we do see is a new rate of climb. No one had any right to expect television to continue to grow at the phenomenal rate it had maintained. Somewhere in the process of growth you approach maturity, and the rate of growth slows down to a less spectacular, steady rate. Television is at that point today."

On the subject of pay tv, he took the position that "the public . . . cannot have subscription television on a national scale co-existing with free television of the type we've recently enjoyed and the improved status of free television which we have a right to expect in the future. It is my further opinion that subscription television will bring to the public very little difference in the programming art than they are presently enjoying, with substantially less in the area of news, public information, public service and enlightenment. . . . However, I repeat, we can't wish it away. We must rather make our own conclusions, arrived at independently of each other, known to the representative officials handling this delicate subject."

KIRO-TV Operating in Seattle After Winning Court, FCC Bouts

KIRO-TV Seattle, Wash., began operating Feb. 8, bringing CBS-TV programs to the area.

The ch. 7 outlet, winner of a hard-fought comparative hearing battle before the FCC, had its 390-ft., $200,000 tower declared illegal in private court litigation when nearby homeowners won a verdict totaling $13,000. The homeowners claimed that the base of the tower is less than the required 75 ft. from the nearest property line. Actually it is 30 ft. from one line; 67 ft. from the other. A local judge ruled the tower illegal; but declined to order it torn down as too drastic a remedy.

The ch. 7 station is owned by Saul Haas and associates (among whom is Sen. Warren G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee). Staffing KIRO-TV under Miller Robertson, manager, are Tom Sheehan, local sales manager; Fred Kaufman, program director; Gene Wecker, film director; Bob Gordon, program manager, and Chuck Morris, chief engineer.

The new facility, equipped with General Electric transmitter, antenna and film projectors, is the sixth vhf station in the Seattle-Tacoma market (one is educational).

WINS Names Katz Agency as Rep

WINS New York, music-news independent and a key station of the J. Elroy McCaw group, has appointed The Katz Agency as its national representative effective March 1. WINS heretofore has been represented by Burke-Stewart only in Chicago. The appointment of Katz marks the station's first time to employ a national representative.

THE TRADING STAMP:

Its savers are an army of monitors who help keep food prices competitive

There's a difference between the behavior patterns of women who save trading stamps and of those who do not save them. This difference has been brought out in recent university and research institute studies.

These studies show that the housewife who saves stamps tends to be a more careful shopper than the woman who does not save stamps. Her decision to shop at a store which gives trading stamps represents a greater alertness to bargains. And, she continues to check the wisdom of her choice by comparing prices, often down to fractions of pennies.

A market which believes it can pay for stamps by hiding as little as a 2% increase in prices has to reckon with an army of comparison shoppers who monitor prices daily. All it takes to have this policy backfire is detection by a few shoppers who studiously compare advertised prices not only in newspapers but on their shopping rounds.

In her own way, the American housewife is as sensitive to values as a professional economist. So, it is no coincidence that whenever trading stamps are attacked, her voice is among the strongest coming to their defense. And, it is also no coincidence that more than 30,000,000 families, alert to the discomforts of inflation, collect trading stamps as a means of securing extra savings.

★ ★ ★

REFERENCE: "Competition and Trading Stamps in Retailing." Dr. Eugene R. Beem, School of Business Administration, University of California.

This message is one of a series presented for your information by

THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York.

S&H pioneered 61 years ago in the movement to give trading stamps to consumers as a discount for paying cash.

S&H GREEN STAMPS *are currently being saved by millions of consumers.*

IT'S NOW "Colonel" Donald Frost (c) as far as Peters, Griffin, Woodward is concerned. PGW Executive Vice President Russel Woodward (l) and Vice President Robert H. Teter (r), director of radio for PGW, present "Radio Colonel of the Year" incentive award for 1957 to Mr. Frost, of PGW's Detroit office.

PGW's Frost, Roberts Named For 'Colonel of Year' Awards

The "Colonel of the Year" awards annually honoring a Peters, Griffin, Woodward account executive in radio and in tv are being announced for 1957 today (Monday) by the station representative firm.

According to PGW President H. Preston Peters the awards are "Radio Colonel" to Donald Frost with the New York office and "Television Colonel" to W. Donald Roberts Jr. with the Chicago office. This year three "Colonelette" awards for female staff members were presented to Mrs. Axine Huddleston (Detroit) for radio, Murial Schlanger (New York) for television and Mrs. Helen Brooks (New York) for both radio and tv.

PGW initiated its awards program in 1949. Winners receive a scroll and salary increases. The "Colonelette" awards recognize female staff for attitude, business conduct, cooperation, energies and initiative throughout the year. These winners receive silver cigarette cases, a $1,000 cash bonus and salary increases.

KTVU (TV) to Start March 2

KTVU (TV) Oakland-San Francisco, will start telecasting March 2 on ch. 2, it has been announced by General Manager William D. Pabst. The new independent facility will operate at top power, 100 kw, from the new KTVU building on Jack London Square, Oakland. On Mr. Pabst's staff are Ward D. Ingrim, general sales manager; Robert Arne, chief engineer; Kenneth Craig, program director; Richard Robertson, promotion-publicity director, and Ian Zellich, art director.

KCMO-FM to Go Multiplex

KCMO Broadcasting Div. of Meredith Engineering Co. (KCMO-AM-FM-TV Kansas City) has bought Business Music Inc., Kansas City, in order to go into the multiplexing field, it has been announced by E. K. Hartenbower, general manager of the stations, with Zor Gershon, owner, and Frank Hesselroth, general manager, of the music concern. The purchase covers assets of BM and the Muzak franchise in Kansas City, St. Joseph, Mo., and Topeka, Kan.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KMLB MONROE, LA. • Sold to WSTV Inc., Jack N. Berkman, president, for excess of $100,000 by Liner's Broadcasting Co. KMLB, an affiliate of NBC and ABC, operates on 1440 kc with 5 kw. Its new parent company owns WSTV-AM-TV Steubenville-Wheeling; K O D E - A M- T V Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WPIT Pittsburgh, and WPAR Parkersburg, W. Va.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 109.*

WIRL PEORIA, ILL. • Sold to Frudegar Broadcasting Co. (Robert Frudegar, president) for $325,000.

WPON PONTIAC, MICH. • Sold to Chief Pontiac Broadcasting Co. (Edward E. Wilson, president) for $275,000. Other members of new owners have interest in WILS Lansing, Mich.

WARM-AM-TV SCRANTON AND WILK-TV WILKES-BARRE, PA. • Sixty percent ownership in WARM stations acquired by Transcontinent Television Corp. for $210,000. WILK-TV is merged with WARM-TV, with payment equivalent of $260,000 of WARM notes and certain Transcontinent stock giving owners of WARM and WILK-TV 20% ownership each. WARM-TV, on ch. 16, will broadcast from site of ch. 34 WILK-TV. WILK-TV will surrender permit for ch. 34. Pending single operation, WILK-TV will be operated as a satellite of WARM-TV. Transcontinent owns WGR-AM-FM-TV Buffalo, WROC-TV Rochester, both N. Y., and 50% of WSVA-AM-FM-TV Harrisonburg, Va.

KFOX-AM-FM LONG BEACH, CALIF. • Sold to Kevin B. Sweeney, Harry L. (Bing) Crosby, Kenyon Brown, George L. Coleman and Joseph A. Thomas for $170,000. All except Mr. Sweeney (who is president of Radio Advertising Bureau) are associated in the ownership of KCOP (TV) Los Angeles. Messrs. Crosby and Brown have interests in KGLC Miami, Okla. Mr. Brown has an interest in KANS Wichita, Kan.

WOTW-AM-FM NASHUA, N. H. • Sold to Gateway Broadcasting Corp. for $155,000. Gateway principal Theodore Feinstein has interests in WNBP Newburyport and WLYN-AM-FM Lynn, both Mass., and in WTSA Brattleboro, Vt.

NBC Spot Sales Forms Panel For Timebuyers' Data Exchanges

NBC Spot Sales has formed a timebuyer opinion panel as a service to timebuyers in advertising [CLOSED CIRCUIT, Jan. 20], it was announced last week by Jack Reber, director.

The panel is intended to serve as a medium of expression for timebuyers as a group and individually, to shed light on the changing nature and varied problems of timebuying and to provide a sounding board on theories and buying practices.

Panel members will be asked to answer questionaires, the results of which will be analyzed and tabulated and returned to members.

"For the enlightenment of the industry we will attempt to separate the facts from the half-truths and suppositions in the field of timebuying," Mr. Reber stated. "Agency timebuyers are deluged with masses of information supplied them by competing rating services, stations and national representatives. How do they use this information to arrive at their buying decisions? What part of it do they accept and what do they reject? What are their fixed ideas and impressions? The panel has been formed to uncover the facts and do away with the fiction surrounding the timebuyer and timebuying practices. We believe that the expressions we get will be of help to every buyer as well as other agency and broadcasting executives."

The first questionnaire, "On the Use of Ratings," was mailed with the invitation to join the panel. Hundreds of replies already have been received and more are coming in daily, he said. The results are being tabulated by Barnard Inc.

The following are some of the questions asked in the initial questionnaire: What is your opinion of "special" or "overnight" tv rating surveys? To what extent do you consider audience composition data in the purchase of announcements? Would you find it helpful to have the availability sheet list the audience composition breakdown of each announcement submitted in the same manner it now lists ratings?

Other questions: In making announcement buys in strips, to what extent do you use cumulative (unduplicated) audience data? In considering the purchase of an announcement or program, how much importance do you place on evidence of an "upward rating trend" over a period of four or five months? In view of the sometimes considerable differences among rating services, do you average the ratings of two or more services? Do any accounts for which you buy spot tv have a cost-per-thousand cutoff point beyond which you do not buy?

Elkins, Stiller Sue Espy for Fraud

Samuel Elkins and Herbert Stiller have filed a $50,000 damage suit against Dawkins Espy in San Francisco Superior Court charging Mr. Espy, a consulting engineer, with fraud and asking the return of $1,025 paid him as well as the alleged damages. The plaintiffs allege they consulted Mr. Espy on the feasibility of applying for a radio station on 1600 kc at Novato, Calif., using a two-tower directional system and he represented

that such could be granted, although "defendant in reality knew at the time such representations were made to plaintiffs that such facility could not be granted on such basis." The suit also charges Mr. Espy refused to return the $1,025 he was paid by plaintiffs.

WBC Public Service Meet Sets Talks on Role of Disc Jockey

The expanding role of the disc jockey in radio public service will be a featured highlight of the Westinghouse Broadcasting Co. conference of local public service programming at Baltimore's Johns Hopkins U. March 5-8, WBC reported last week.

The opening session of the conference March 5 will consist of a panel discussion on "The Audience." What WBC terms the "focal point of all television and radio broadcasting," the "audience" will be analyzed from the viewpoints of the writer, radio and tv producer, continuity editor, educator, researcher and psychologist.

Richard Heffner, moderator of WRCA-TV New York's *The Open Mind* and program manager of Metropolitan Educational Television Assn., New York, will chair the panel discussion. Members will be: David Susskind, executive vice president of Talent Assoc., New York; Irving Gitlin, director of public affairs, CBS; Gilbert Seldes, author; Herta Herzog, vice president, research, McCann-Erickson, New York; Stockton Helfrich, director of continuity acceptance, NBC; William J. Kaland, WBC national program manager, and Melvin A. Goldberg, WBC director of research.

The opening session will be preceded by a satirical revue presented by Bil Baird, puppeteer and producer of WBC's television public service series, *Adventures in Number and Space*.

Highlighting the second day of the conference will be the examination of the disc jockey's role in radio public service through discussion and demonstration by a panel consisting of Gene Klavan and Dee Finch, WNEW New York; Art Pallan, KDKA Pittsburgh; Walter Teas, WFBR Baltimore and Dee Coe, station manager, WWCA Gary, Ind.

Some 200 broadcasters are expected to attend the conference, WBC said. Among others who have been announced as speakers or panelists are Sen. John F. Kennedy (D-Mass.); Dr. Frank C. Baxter, U. of California; Mike Wallace, ABC-TV newsman and interviewer, and Dr. Bergen Evans, moderator of CBS-TV's *The Last Word*.

WBC Sends Goodman to Brussels

Westinghouse Broadcasting Co. is "sponsoring" Benny Goodman and his 20-piece orchestra in a series of concerts at the World's Fair in Brussels, Belgium, May 25-31. Donald H. McGannon, president of WBC, is presenting the concerts at the fair "as a public service, representative of the best in American popular arts." The performances will be recorded and broadcast as ten full-hour programs on WBC's six radio stations. In addition, a half-hour documentary film on the project will be produced for showing on the company's five tv stations.

THE *National Voice of Democracy scholarships and gold recordings of their voices were presented to four winners at a Washington luncheon addressed by Sen. Frank Church (D-Idaho). Winners (l to r): David Hardacre, Piedmont, Calif.; Barbara Mary Breaud, New Orleans; Sen. Church; Sharon McClelland, Portland, Ore., and Ross Fish, Phoenix, Ariz.*

Jaycees Drop Participation In VOD; Latest Winners Feted

The U. S. Junior Chamber of Commerce parted company with NAB and Electronic Industries Assn. immediately after the four national Voice of Democracy contest winners had received their scholarship awards Tuesday at a Washington luncheon.

NAB-EIA and the Jaycees indicated they are interested in promoting separate annual contests. NAB-EIA have registered the title, Voice of Democracy. The Jaycees said the contest name had been registered without their participation.

Charles E. Shearer Jr., president of the Jaycees, contended the contest has become "an admitted lobbying device for the NAB." Don Martin, public relations assistant to NAB President Harold E. Fellows, regretted the Jaycee's "spiteful" attitude and "headline-grabbing" gesture during an event designed to give young people a better understanding of democracy. He said the VOD project will be discussed at the NAB Conference of State Association Presidents to be held Tuesday-Wednesday in Washington.

N. Y. AWRT Workshop Begins

The annual workshop of the New York Chapter of the American Women in Radio & Television will begin at noon today (Monday) with NBC President Robert Sarnoff addressing a luncheon meeting. The workshop theme is "Where Is Television Going?"

The afternoon panel discussions and meetings will include participations by Jay Eliasberg, director of research, CBS-TV; Bud Sherak, vice president and director of research, Kenyon & Eckhardt; David Susskind, executive vice president, Talent Assoc.; Howard Teichmann, CBS-TV writer; Marya Mannes, television critic for *Reporter* magazine; Theodora Anderson, manager of tv and radio research, BBDO; Muriel Fox Aronson, vice president, radio-tv department, Carl Byoir & Assoc.; Helen Hall, NBC commentator and president of New York Chapter, AWRT; Lucille Mason, AWRT program chairman.

RAB to Provide Promotion Kits To Stations for Radio Month

Network and station members have been notified by RAB that May has been designated National Radio Month and that RAB again would provide them promotional kits for use during the month-long observance.

The action followed the decision of the four sponsors of the annual event—RAB, NAB, Electronics Industries Assn. and National Appliance and Radio-Television Dealers Assn.—to extend the event from the traditional week to a full month.

The RAB kits, to be delivered by April 10, will include two sets of transcribed jingles pointing up the benefits derived from radio, copy for new live announcements, speeches for station officials and a booklet of programming and promotion ideas.

Trezevant Leaves NAB

John G. Trezevant, of the NAB public relations staff, has resigned to join the *Chicago Sun-Times*. He assumes the new post today (Monday). At NAB he was assistant to Don Martin, public relations assistant to President Harold E. Fellows. Mr. Martin lauded Mr. Trezevant's service to the association and industry. He said John M. Couric, of the public relations staff, has been given added responsibilities.

New York AMA Panel Discusses Motivational Research Value

The value of motivational research in determining the basic appeals to be used in an advertising campaign was discussed by a panel of speakers last Monday at a workshop meeting of the New York Chapter of the American Marketing Assn.

The case for motivational research was presented by Irving Gilman, vice president of the Institute for Motivational Research, Croton-On-Hudson, N. Y. Motivational research, he said, attempts to probe the emotional factors involved in the purchase of a product and can ascertain which factors used in an advertisement can result in an active response.

This view was challenged by Dr. Robert Williams, project director for Alfred Politz Inc., New York, who contended it is not necessary to know basic needs and motives to advertise a particular product successfully. He insisted that sales points specific to a particular brand should be utilized to promote the product and recommended pretesting of advertising among consumers representing an adequate sample of the market for the product.

Dr. Herta Herzog, vice president and director of research, McCann-Erickson, New York, indicated the value of motivational research is in backing up market research and copy research. She asserted:

"Good motivational research can be derailed by neglecting to consider that knowledge of motivations does not by itself entail knowledge of the best appeals. This is the place where motivation research must again refer back to market research and where it must team up with good copy research. A motivation research study does not automatically furnish a convincing purchase proposition—although it will invariably contain important leads for its development. The creative interpretations of the motivational findings can be checked by copy research to determine the motivational level at which appeals can be most convincingly used as well as to establish how a given appeal can be executed most effectively in a particular advertising medium."

Esso's Gray Heads Eighth IAW

Robert M. Gray, advertising manager of Esso Standard Oil Co., and president of Advertising Club of New York, has been named honorary general chairman of the eighth annual Inside Advertising Week, sponsored by the Assn. of Advertising Men & Women of New York and planned for April 6-11, according to R. Steele Sherratt, Sterwin Chemicals Inc., general chairman of the event. The purpose of IAW is to introduce "the country's top college advertising seniors to the New York advertising world," Mr. Sherratt said. Approximately 60 students from as many colleges and universities are expected to participate.

Henley to Address FCBA Luncheon

J. Smith Henley, director, Office of Administrative Procedure, Dept. of Justice, will be guest speaker at the luncheon of the Federal Communications Bar Assn.,

"Electro-Voice® MICROPHONES MAKE A FANTASTIC DIFFERENCE!"

. . . says Tom Dowd

CHIEF ENGINEER

ATLANTIC RECORDING CORPORATION

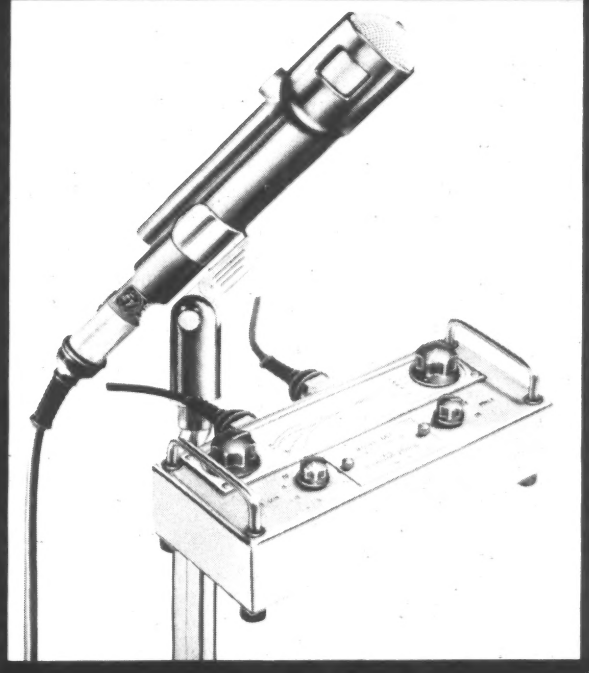
NEW YORK

"When using the 667 for vocal reproduction, we have found the quality to be fantastic. The dynamic range of the E-V 667 microphone is far more than required in any recording session so far. This enables us to capture better the vital shadings of the groups we record," says Mr. Dowd.

"The front-to-back ratio has given us more complete instrument separation than we have been able to obtain with any other microphone."

Tom Dowd has engineered recording sessions for every major record company in the country and is now Chief Engineer at Atlantic Records. Time and time again, leading recording and broadcast engineers laud E-V broadcast and recording microphones . . . proof again that those who insist upon the best insist upon E-V equipment.

Tom Talbert of Talbert Productions confers with Tom Dowd preparatory to a recording session.



ELECTRO-VOICE Model 667—All-Purpose Broadcast Cardioid Dynamic Microphone with Preamplifier.

Here is an all-purpose microphone designed to fulfill requirements of wide-range reproduction under a great variety of conditions. Because of its excellent polar response, it is especially useful in locations where ambient noise or reverberation is a problem and where instrument separation is required. Artists can work twice as far away from the 667 as from ordinary mikes *without loss of presence.*

The in-line transistor preamplifier with presence control has 120 db dynamic range. Individual bass and treble controls select any one of *forty* frequency response characteristics for exacting applications. For an exciting *new* experience, *test the 667 today!* List price: $600.

- *Ask Any Broadcast or Recording Engineer about E-V Microphones.*
- *See your authorized E-V Distributor. Get all the facts on Electro-Voice professional microphones.*
- *Write Dept. BT -82 For Bulletin 120.*

NO FINER CHOICE THAN Electro-Voice®

ELECTRO-VOICE, INC.
BUCHANAN, MICHIGAN

scheduled March 4 at the Willard Hotel, Washington. Mr. Henley was associate general counsel of the FCC before moving to his present job at Justice Dept.

California Group Changes Name, Picks Whitney to Be President

The California State Radio & Tv Broadcasters Assn. has changed its name to California Broadcasters Assn., based on a vote by nearly 100 broadcasters at the association's annual meeting Feb. 7 in Los Angeles.

In other business the group elected George Whitney of KFMB-TV San Diego as president and passed a resolution branding as "ludicrous and ridiculous" charges that broadcasters conspire to discriminate against ASCAP music. Such discrimination would be virtually impossible, because of time and money consuming research needed to determine copyright ownership, seldom disclosed on record labels, CBA said.

Officers elected to serve with Mr. Whitney: J. G. Paltridge, KGO San Francisco, first vice president; Loyd Sigmon, KMPC Los Angeles, radio vice president; George Drilling, KGEO (TV) Fresno, television vice president, and Bob McAndrews, KBIG Los Angeles, secretary-treasurer.

New directors elected were: Dist. 1, Joe Carroll, KMYC Marysville; Dist. 2, William Pabst, KTVU (TV) Oakland; Dist. 3, Leo Schamblin, KPMC Bakersfield; Dist. 4, Clark George, KNXT (TV) Los Angeles, and Dist. 5, Mr. McAndrews. Holdover directors for each of the districts, in the same order as above: M. F. Woodling, KHSL, Chico; Mr. Paltridge; Mr. Drilling; Mr. Sigmon, and Mr. Whitney.

Westerners Briefed on Pay Tv

Alan Lane, vice president of Skiatron Television Inc., Los Angeles, was billed as "headline speaker" at the Western Radio & Television Conference, held in San Francisco Thursday through Saturday morning. After his speech on pay tv, he was joined by other panelists in a discussion on the future of television.

Donald McGannon, president of Westinghouse Broadcasting Corp., keynoted the banquet Friday night, speaking on "Tv in Jeopardy." Also featured on the conference program was Brice Howard, producer of educational shows for NBC and the Educational Television & Radio Center. The count of delegates from seven western states was expected to exceed 300.

Chicago Art Directors Elect

Major agencies are represented among newly-elected officers to head the Chicago Art Directors Club for 1958. Orville Sheldon, Foote, Cone & Belding, was elected president. Other officers: Leonard Rubenstein, Clinton E. Frank Inc., first vice president; Dean Straka, N. W. Ayer & Son, second vice president; Robert Patterson, McCann-Erickson, secretary, and Robert Dunn, Tatham-Laird, treasurer. New board members are Robert Skinder, Needham, Louis & Brorby; Lee King, Edward H. Weiss & Co., and Lee Stanley, Leo Burnett Co.

B-T LABS SHOWS TV MULTIPLEXING

- **Bi-Tran demonstration held**
- **Tv picture called adequate**

Blonder-Tongue Labs, Newark, N. J., last week demonstrated its Bi-Tran system of tv broadcasting, designed to permit two programs to be telecast on the same tv channel.

For the purposes of the demonstration to newsmen, Blonder-Tongue officials showed that its system permits the pickup of a closed-circuit image from a slide on the same channel carrying a regular tv program from New York. When demonstrators switched a decoder wired to the tv set, "Program B" (the slide) appeared on the screen; when they switched off the decoder, the tv screen showed the regular program ("Program A").

Observers felt "Program B" (the slide) lacked the clarity and contrast of "Program A" (the regular program), but regarded the resultant picture as adequate. Blonder-Tongue executives acknowledged its system requires refinement and said the point of the demonstration is to show the technical feasibility of Bi-Tran.

Blonder-Tongue officials explained that under Bi-Tran, signals of both "Program A" and "Program B" are fed to the transmitter, which contains mixing and coding equipment. The signals then are radiated, but "Program B" can be received only if a decoder is used.

Officials said they are holding demonstrations over the next month for news media, radio and tv executives and government, education, medicine, industry and military leaders. They feel the system will have application for all these groups.

This system of multiplexing tv programs originally was presented to the FCC last September [LEAD STORY, Sept. 23]. Although the system could have application in pay television, Blonder-Tongue executives said they are merely its developers, and have not worked out in detail the commercial uses of Bi-Tran.

The company believes it would cost about $5,000 to modify current tv station transmitters for Bi-Tran and about $60 for a decoder for the home receiver. They pointed out these figures are not firm, but said they probably would not go higher.

Officials said they are prepared to go ahead with tests for any interested party.

Although only the video portions of the programs were multiplexed during the demonstration, laboratory executives said the audio parts would create no problem. They also said "Program B" could have been a live program instead of a closed-circuit presentation.

Zenith Alleges Infringements In Patent Suit Against Admiral

Attorneys for Admiral Corp. last week were reviewing allegations contained in a district court suit filed by Zenith Radio Corp. charging Admiral with five patent infringements involving features in its tv receivers.

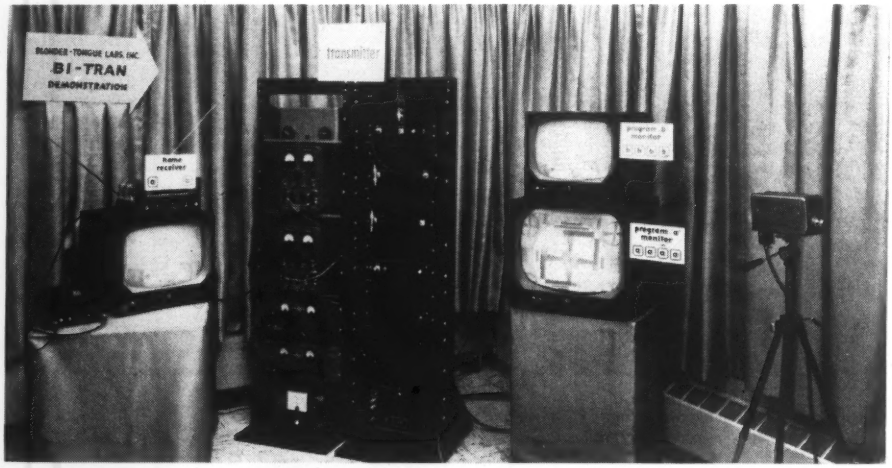
Admiral President Ross D. Siragusa said that while he has knowledge of the suit, he has no comment "at this time" and said attorneys are studying the charges.

Zenith filed suit Tuesday in U. S. District Court, alleging Admiral "wilfully and knowingly" copied two of its tv features—its Fringelock circuit for maintaining steady pictures, and its Space Command remote control unit—and seeking an injunction and judgment for triple damages.

It was filed by Thomas C. McConnell, who represented Zenith in its antitrust litigation with RCA, and Casper W. Ooms, former commissioner of patents. The suit was referred in court to Judge Philip Sullivan.

Sylvania Moves Special Tubes

The transfer of Sylvania Electric Products special tube operations headquarters from Woburn, Mass., to Williamsport, Pa., was announced last week by Howard L. Richardson, senior vice president, Sylvania Electronic Systems. At the same time Mr. Richardson announced that the components lab in Mountain View, Calif., will become



BI-TRAN *system of tv broadcasting was demonstrated last week by Blonder-Tongue Labs., Newark, N. J. Bi-Tran is designed to permit the telecasting of two programs simultaneously on the same channel. The company believes the system has applications for the military, government, industry and educational groups.*

"I read Ad Age religiously every week..."

says **BARTON A. CUMMINGS**
President
Compton Advertising, Inc.

"The only way I can keep myself posted on what is going on in the world of advertising is to read Advertising Age religiously every week. I think it is a great newspaper and recommended reading for everyone in the advertising business."

Whether their products are soap, soup or saucepans, most of the advertising executives of importance to you count on Advertising Age to keep them up on the changes and developments affecting their marketing procedures. For week in, week out, Ad Age reports, analyzes and clarifies the news and trends of particular interest to those who *influence* as well as those who *activate* the selection of today's markets and media.

Compton Advertising is just one example from AA's nationwide audience. One of the top agencies in broadcast, Compton placed about $42,000,000* in radio-tv billings in 1957. Included in the agency's accounts are the country's leading tv advertiser, Procter & Gamble, and such other broadcast-minded companies as Standard Brands and Sterling Drug.

Every Monday, *105 paid-subscription copies of Ad Age* are read "religiously" by Compton executives. Further, *116 paid-subscription copies* are looked forward to by marketing planners and budget setters in the companies mentioned.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

** Broadcasting Magazine 1957 Report.*

BARTON A. CUMMINGS

Mr. Cummings' knowledge of diversified accounts stems from long experience in the advertising business. Upon graduating from the University of Illinois in 1935, he went to work at his father's advertising agency in Rockford, Ill. Shortly thereafter, he went to New York City, where he continued his advertising career, first as an office boy, then as traffic man, copywriter, and eventually copy supervisor.

In 1947, Mr. Cummings joined Compton Advertising, Inc. as an account executive. Five years later, he became a member of the board of directors and, in 1955, was elected president of the agency. Mr. Cummings' interest in the industry goes beyond the working day and includes active participation for many years on several A.A.A.A. committees.

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THE CITADEL, Charleston, S. C., awarded Brig. Gen. David Sarnoff, RCA board chairman, a doctor of laws degree after the executive addressed the corps of cadets. Hosts to Gen. Sarnoff (l) were J. Drayton Hastie, president of WUSN-TV Charleston, and Gen. Mark Clark, president of the The Citadel.

a part of special tube operations. Norman L. Harvey, manager of special tube operations, will headquarter in Williamsport with Meyer Leifer, manager of Mountain View Labs, reporting to him. Engineering and production facilities for magnetrons also have been relocated at Williamsport. Microwave equipment and key personnel are being transferred from Sylvania's special tube operations laboratory at Kew Gardens, N.Y., to the Moutain View facilities, Mr. Richardson said.

Chapin Heads New GE Sales Area

Wells R. Chapin, formerly manager of marketing administration and product planning for GE's technical products department, has been appointed sales manager for the newly-established northeast sales region, according to John Wall, manager of sales for the department's broadcast equipment.

MR. CHAPIN

The new sales region was formed, Mr. Wall said, because of "increasing volume of business in the broadcast industry." Mr. Chapin, who will temporarily headquarter at Electronics Park, Syracuse, will oversee sales planning and operations for broadcast equipment in four district offices—Washington, D.C., Schenectady, Cleveland and Chicago. The northeast region will serve broadcasters in the District of Columbia and 20 states, with the exception of the New York City metropolitan area.

RCA Developments Announced

RCA has announced development of an all-transistor equalizing preamplifier for am-fm radio and tv broadcast use and in which printed circuitry is featured. The firm says that the preamplifier, which both amplifies and equalizes output of studio transcription turntables, combines in one space-saving unit functions of large amplifier and separate equalizing filter. Also announced by RCA: a "pure-picture" 21-inch color tv monitor which "promises unprecedented quality-control of color programming in broadcast and closed-circuit operations." Monitor TM-21 was designed to provide broadcasters with a new high standard for testing and evaluating performance of station color studio and transmitting equipment. The unit, now in production, is priced at $3,650.

GE to Manufacture Super-Power Am Gear

General Electric Co.'s technical products dept., Schenectady, N. Y., announced last week that it will develop and manufacture super-power standard radio equipment.

According to Paul L. Chamberlain, marketing manager for the department's broadcast-military-industrial equipment section, GE is close to producing equipment that can broadcast up to 750 kw. Marketing of such equipment may take place by mid-1959, he added. He noted that GE is planning this new equipment line in anticipation of FCC's expected revision of its present clear channel station power standards and rules.

The FCC has been studying the 12-year-old clear channel case in recent months. At one time a move to reopen the case for additional and new comments seemed on the horizon, but in recent weeks the Commission has laid the case aside. The clear channel case has two major issues: Should higher power be permitted to clear channel stations (higher than the present 50 kw limit), and should some or all the clear channels (which have only one or two stations operating at night) be broken down.

Mr. Chamberlain did not disclose development details, but did point out that the new equipment will incorporate "the latest in semiconductor devices for simplicity of design, size reduction, greater reliability and lessened tube requirements. He noted that a recently-announced Vapotron cooling system also may be used in the new equipment which, claims GE, would make cooling operations more efficient and less expensive since it requires no pumps, blowers or high water pressure problems.

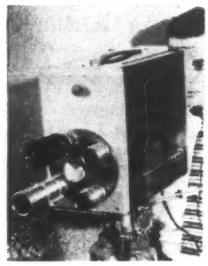
GE's present plans call for a block-building system in which the company's new 50 kw am broadcast transmitter will be used to drive a 500 kw amplifier. With the addition of another block, power can easily be upped to 750 kw, said the GE official. GE asserted that the price will be in the area of $400,000.

Super-power operations at GE are not new, Mr. Chamberlain declared. He said GE's Technical Products Dept. and its predecessors "pioneered many new developments in high-power broadcasting," among them: the Alexanderson alternator which allowed the first voice broadcast in 1906; WLW Cincinnati's 500-kw equipment, the first of its kind in 1930, and the construction in 1955 of "the world's most powerful tv station," the 2-million-watt WDAU-TV Scranton uhf transmitter.

MANUFACTURING SHORTS

Admiral Corp., Chicago, announces new line of portable radio sets featuring dual speakers faced opposite ways and with variable tone control. Twin speakers, projecting sound through front and rear of radio, provide "sound all around," while tone control permits exact tonal balance desired by listener. Latter is standard on all Admiral eight-transistor models and dual speakers are included in all eight- and six-transistor units.

General Precision Lab. Inc., Pleasantville, N. Y., announces Model PD-250 viewfinder camera system for classroom or studio use. Designed for one-man operation, system incorporates printed camera wiring and silicon diode rectifiers in electronically regulated power supply. Camera, weighing 28 pounds, is equipped with high definition five-inch viewfinder with aperture correction, front and back tally lights and intercom. Four lens turret accepts any 16 mm C mount lens including zoom type and is operated from back of camera. Control unit is available in portable housing or for mounting in standard 19-inch relay rack. Portable control unit frame is hinged and may be tilted forward for access to circuit components while equipment is operative.



RCA reports shipments of Vidicon color film camera and 25-kw transmitter to KTVU (TV) Oakland, Calif., and 18-bay custom built superturnstile antenna to WSAU-TV Wausau, Wis. Company also announces shipments of 5-kw used transmitter to KHUM-TV Eureka, Calif.; live color studio camera to WGN-TV Chicago; 24-gain antenna to WSBT-TV South Bend, Ind., and 25-kw amplifier to WSAU-TV Wausau, Wis.

Magnecord Div., Midwestern Instruments Inc., Tulsa, Okla., announces it has joined Electronic Parts & Equipment Mfrs. Inc. Assn.

Blonder-Tongue Labs., Newark, N. J., has announced publication of 16-page booklet entitled "What Closed Circuit Television Means to You," describing its closed-circuit tv systems. Included are descriptions and illustrations of typical closed-circuit television camera systems, applications and equipment.

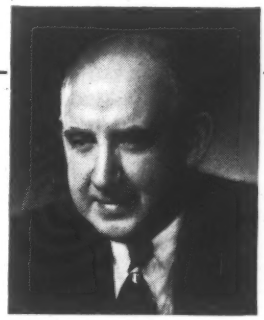
Times Wire & Cable Co., Wallingford, Conn., is building $300,000 addition to plant to increase production capacity 30%. Buildings are expected to be finished by March.

Ferrodynamics Corp., Lodi, N. J., manufacturer of Sonoramic recording tape, has announced new shatter-proof, high-impact polystyrene container for its line of tapes. Box is hinged, has tape-timer ruler enclosed.

What's the background of "preference" in power?

The little-known, so-called "Preference Clause" in federal power legislation is at once a major support of public power, and a major threat to the existence of the independent electric industry.

Its history and implications are concisely presented in this column by Raymond Moley, reprinted here with the permission of *Newsweek*.



THIS preferential treatment of public ownership has a 50-year history. In a reclamation act passed in 1906 it was specified that any power developed by reclamation dams which was not needed for the irrigation works should be sold, and that in selling that power preference should be given to "municipal purposes."

There is much confusion as to what these words meant. One version is that farmers in the Salt River Valley were afraid that the power from the Roosevelt Dam would be gobbled up by mining companies, and that they wanted it specified that service to individuals should come first. Another version is that "municipal purposes" meant municipal street lighting and water pumping.

It seems to be clear that the meaning was certainly not to favor publicly owned distributing agencies. For in those days even the most ardent of conservationists were not in favor of putting government into the electric-power business.

However, the movement for municipal ownership made such progress that in the Federal Water Power Act of 1920 a rather ambiguous preference was given to "states and municipalities." In the 1920s we find in the writing of socialists such as Stephen Rauschenbush continual agitation for the governmentalization of the power industry by the use of "preference."

This idea found fertile soil in the mind of Sen. George Norris, who went almost the entire distance in his TVA Act of 1933. In that act, co-operatives were included with public bodies, and there was also inserted provision that when such "socially owned" agencies needed power it could be withdrawn from private companies that were getting it under contract.

In an amendment to the TVA legislation in 1935, the Authority was given the power to buy out existing companies in the area and to help co-operatives and other preference customers by lending them money. The ultimate result was a vast Federal monopoly.

In the Bonneville Act of 1937, a most arbitrary provision was made which substantially made private companies buying power from the Columbia Valley pool temporary customers, so far as 50 per cent of the power generated is concerned.

Treatment of this sort . . . is a discrimination against not only those citizens and agencies which own private companies but their customers.

Those customers are exactly the same sort of Americans and taxpayers as are the customers of publicly owned power agencies and members of co-operatives. Both pay taxes for Federal dams and power installations and transmission lines. But in the advantages which flow from such government expenditures, the person who lives in an area served by a private company is relegated to an inferior status.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

TALKS BY RADIO-TV, UNIONS HIT SNAGS

Negotiations on various new employe contracts in the radio-tv industry struck stumbling blocks last week as both management and labor officials bargained to gain concessions during this period of economic uncertainty.

Perhaps this tug-of-war was depicted most graphically by the negotiations of Local 1212, International Brotherhood of Electrical Workers, with CBS, and of tv film commercial producers with the Screen Actors Guild. At the same time, Writers Guild of America was preparing to begin its talks with the three networks tomorrow (Tuesday) and reportedly is seeking a reinforced seniority and job security clause, plus wage increases.

Local 1212 of IBEW and CBS concluded their formal negotiations Jan. 31, at which time CBS made what it called a "final" offer [PERSONNEL RELATIONS, Feb. 10]. IBEW indicated it would bring CBS proposals before its membership but last week both the network and the union reported they would reopen talks. Although neither side would comment, it is understood the rank-and-file membership was unhappy with CBS' proposal on the theory that it failed to provide job security. Among the stipulations the union membership reportedly could not countenance was the network's demand to end IBEW jurisdiction over the CBS Labs division and another that would limit the union's jurisdiction over remote lighting. The CBS wage offer, which would place the top scale after three years at $180 weekly, was not seriously challenged by IBEW.

It is possible that IBEW will await action by the National Assn. of Broadcast Employes & Technicians on an agreement reached with NBC and ABC on a contract covering engineers and technicians at those networks [PERSONNEL RELATIONS, Feb. 10].

The Screen Actors Guild, which opened negotiations with producers of tv film commercials in New York Jan. 20, reportedly has modified its initial demands, which were called "excessive" at that time by producers [PERSONNEL RELATIONS, Jan. 20]. Producers, however, still are insistent that SAG's wage proposals are out of line. SAG's attitude is that it considers its proposals "substantial" but it cites the growth of the tv industry since 1953 as justifying pay hikes. It is understood that producers were seeking to extend and were set to make this request in a meeting with SAG last Friday.

The networks are viewing SAG's talks with producers with considerable interest, even though they are not active participants in the discussion. Commercials can contribute a sizable portion of a program's over-all cost and, according to one network official, must be considered as one of the factors that could discourage potential advertisers from television.

The Writers Guild of America is scheduled to open negotiations with NBC, CBS and ABC tomorrow (Tuesday) on a new contract covering almost 200 staff news and continuity writers at the three networks.

Although the union undoubtedly will seek a wage increase, reports are that WGA will attempt to reinforce the seniority and job security clauses in the new pact. The present contract calls for top weekly salary of $171 plus commercial fees for news writers at CBS and ABC, and $189 weekly without commercial fees for news writers at NBC. Continuity writers' maximum pay is $171 at the three networks. The union also will negotiate agreements to cover free-lance radio and tv writers engaged by the networks.

SDG Asks $750 Weekly From Tv Film Producers

Minimum pay of $750 a week for directors of tv films, with a guarantee of nine days work for each half hour of film, is being asked by Screen Directors Guild for a new agreement to replace the one expiring April 3. Letters sent last week by SDG to producers of films for tv also propose re-run fees of 50% of the original salary each time the film is re-broadcast and a shortening of the work week from six days to five days.

In demands on producers of theatrical films, whose agreement with SDG ends March 13, the guild has proposed that if any film made after Aug. 1, 1948, for exhibition in theatres is released to free tv the director shall be paid 25% of his original salary. If the movie is released to toll tv the producer is asked to agree to negotiate a suitable paymeent with SDG for the director.

The guild demands on makers of theatrical pictures called for the same $750 a week minimum for directors that is asked for their employment on tv films. If a theatrical film is used as a pilot of a tv series the director is to receive continuing royalties of $125 for a 15-minute film, $250 for a half-hour film, $500 for one hour, $750 for 90 minutes and $1,000 for each film running longer than 90 minutes.

SDG also proposes that directors of filmed tv commercials shall receive $750 a week or $200 a day minimum.

Assistant directors also would get substantial boosts in minimum pay under the terms proposed by SDG. The pay scale for first assistant directors would rise from $350 to $450 a week and for second-assistant directors from $200 to $300.

WOV-IBEW Strike Settled

Settlement of a five-week strike by IBEW engineers at WOV New York was disclosed Feb. 7 on conditions said to be those originally suggested by station management. The station, which had been off the air only two hours at the outset of strike, is owned by WOV Broadcasting Corp., of which M. S. Novik, broadcast consultant to AFL-CIO, is president and 50% owner but is not identified with actual management. It was learned that one of nine IBEW members of Local 1212 had returned to the station and three others had signified intention of doing so before new contract was signed.

BIG TEN BLASTS NCAA TV PLAN

- **1958 provisions announced**
- **New restrictions on districts**

Even before it formally announced its 1958 football tv plan last Tuesday, the National Collegiate Athletic Assn. has run afoul of charges that the program discriminates against the Big Ten and the U. of Notre Dame.

It was evident after the NCAA Tv Committee had distributed this fall's blueprint for controlled televised football that the Western Conference was less satisfied with it than the 1957 program in which the conference won certain compromises.

Superficially, the 1958 plan is similar to last year's, incorporating the same number of national and regional tv dates and even liberalizing certain other features, such as the "sellout" rule.

The hooker: a new provision which prohibits more than six teams in any one NCAA district from participating in national network telecasts. This proviso complements a standby rule from 1957 limiting single district participation to three national games—or providing one game from each of the association's eight districts.

The Big Ten said that while it subscribes "to a principle of restraints," it cannot "support the pending plan." It also branded aspects of the NCAA control, except for the national-regional modification three years ago, as "static."

The charges are contained in a statement prepared for BROADCASTING by William Reed, assistant commissioner of the Big Ten, after he received a copy of the 1958 plan circulated the weekend of Feb. 8-9. It was obvious the plan would be taken up for action by the conference's own tv committee.

Mr. Reed charged this new provision obviously is "aimed directly at the Big Ten and Notre Dame" and called it "patently discriminatory." He asserted schools should have the right to negotiate their own tv appearances subject only to a numerical limit of three. He declared the NCAA control plan has "never adequately tested" tv's impact on the box office or the medium's promotional potential as originally intended. He also expressed views on the financial factors involved in both the NCAA and Big Ten plans (see text page 98).

Walter Byers, NCAA executive director, said the new provision is designed to spread team appearances more evenly among districts and denied it is discriminatory. Notre Dame had no comment last week but was expected to vote against the new plan.

This fall's tv program calls for nine network "Game of the Week" telecasts—Sept. 20, Oct. 4, Nov. 27 (Thanksgiving Day), Nov. 29, Dec. 6, plus four other Saturdays to be selected by potential advertisers. On four other Saturday dates, NCAA will permit "intra-district telecasting" for which member colleges may make their own tv arrangements and for which regional networks legs are set up.

As in the past three years, members may

You get better results with Du Pont film

The above photograph is an enlargement of a 16 mm film clip from the actual newsreel.

KDKA-TV relies on 931 Rapid Reversal Film for

good news shots under the worst conditions

During a violent snowstorm in Erie, Pa., station KDKA-TV, Pittsburgh, Pa., sent Chief Photographer Charles Boyle in a helicopter to the disaster area.

"Our news director wanted shots of the storm for his evening news program," says Chuck Boyle. "For the job, I needed a fast film that would have enough latitude for rapidly changing light conditions. From my experience, the only film that fills these requirements is Du Pont Type 931 Rapid Reversal."

Mr. Boyle shot 350 feet of film, often blinded by driving snow. He later estimated that his lens opening was completely off its correct stop. And yet every foot of the film was suitable for telecasting.

• • • •

For more information about Du Pont film for every TV need, call the nearest Du Pont Sales Office, or write Du Pont, Photo Products Dept., 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

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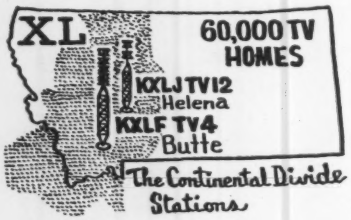
Dominance in MONTANA



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The Walker Company-East
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ANOTHER 1st

Here's Proof of Continuing LEADERSHIP of Channel 13*
in WREX-TV land!

SHARE OF AUDIENCE:

7 AM—NOON

WREX-TV	STATION B	ALL OTHERS
65%	21.3%	13.7%

NOON—6 PM

WREX-TV	STATION B	ALL OTHERS
55.9%	28.7%	15.4%

6 PM—MIDNITE

WREX-TV	STATION B	ALL OTHERS
54.7%	35.1%	10.2%

* Based on Telepulse October 1957. Average viewing weekly.

CBS-ABC NETWORK AFFILIATION
represented by H-R TELEVISION, INC.
J. M. BAISCH, GEN. MGR.

WREX-TV
CHANNEL 13 ROCKFORD

appear once each on network and regional tv or twice regionally. The Big Ten plan called for a ceiling of three such appearances (national and regional), with schools (or conferences) allowed to arrange and sell their own games or packages—which NCAA opposes. This plan, in effect, would eliminate NCAA's "national franchise" method.

The 1958 program also authorizes "a limited number of closed circuit and subscription television broadcasts for experimental purposes"—under "terms and conditions" dictated by NCAA's tv committee. The net effect is the same as for the 1957 plan, Mr. Byers explained. NCAA is looking more closely at pay tv as a source for future additional revenues and heard spokesmen for major systems at its initial meeting in Chicago [PROGRAM SERVICES, Feb. 3].

NCAA liberalized the "sellout" rule to this extent: whereas, formerly College "A" couldn't televise its game within a 90-mile transmitter radius of College "B" when the latter was playing and being televised simultaneously, it now may be permitted to do so provided the latter's game is "sold out." This new rule thus waives the "appreciable damage" clause. Educational stations of state-owned universities again will be permitted, with approval, to televise their schools' games.

Provision is made again for Friday or Saturday night telecasts, plus Saturday afternoons and holidays (not involved in the NCAA national and regional schedules), though such appearances count against a team's numerical limit, and for delayed tv broadcasts and other "special situations" as in past years.

This fall NCAA will levy assessments against schools only on percentage of national tv revenues rather than on total video monies, described as a "bookkeeping" measure. Assessments tie in with receipts from tv rights fees ultimately paid back to member schools at the close of the football season.

The new plan, mailed to 492 NCAA voting members, needs the approval of two-thirds. Ballots are to be returned by Feb. 21 (Friday). After its anticipated approval, the committee will hear proposals from potential sponsors, probably meeting the following week. It was presumed the U. of Notre Dame and Big Ten schools would register dissents on their ballots.

NCAA's new tv committee under chairmanship of Rix N. Yard, Denison U., was authorized to formulate a 1958 plan within the framework of national football tv controls adopted by the 52nd annual NCAA convention this past January.

Big Ten's Reed Assails NCAA's 1958 Tv Grid Plan

Upon learning the NCAA's tv plan for 1958 over the weekend of Feb. 8-9, William Reed, assistant commissioner for the Western (Big Ten) Conference, promptly made it known the Big Ten is unhappy with the plan and its additional restrictions on televised college football. Mr. Reed's statement to BROADCASTING:

"It is a fair assumption that under the pending NCAA plan, as was true under its counterpart last year, Big Ten Conference schools would fare very well in terms of national exposure, and accordingly in income. Conference opposition to the plan, therefore, is not based upon any desire for a commanding financial advantage as I think has been mistakenly alleged in some quarters.

"We believe, first, that the format of the NCAA control plan, since its inception with the exception of introducing a modified regional program three years ago, has remained so static that it has never adequately tested either the impact of television upon gate or its promotional potential, and those tests were inherent in the experimental control venture which was the original premise of NCAA tv policy.

"Secondly, while we subscribe to a principle of restraints we do not believe that it is essential to proper controls that schools be denied the right to negotiate their own television appearances in the manner which the NCAA franchise system for national television requires. We therefore have proposed a simple rule, which would restrict any school to a specified number of television appearances (three), but otherwise would permit schools to determine how and when they should televise on the basis of their own negotiations.

"We cannot support the pending plan, further, because it has introduced an altogether new provision which specifically limits the potential tv appearances of teams from the Big Ten and Notre Dame. This is the provision which limits to six the number of teams from any NCAA District (a geographical designation having absolutely nothing to do with television problems) which can appear on television nationally. We have to consider this aimed directly at the Big Ten and Notre Dame, and that it is patently discriminatory for it has no justification in terms of any principle of control that has previously been advanced or authorized by the NCAA members."

Telemovie Revises System, Cuts Prices in Bid for New Customers

The Bartlesville, Okla., Telemovie operation was revised last week in a "frank bid" for new subscribers (now down to 300)—with a new price, a cutback in the number of films, addition of a background music channel, reduction in the hours of operation, and the offer to provide community antenna service to all subscribers. The new schedule begins March 2.

The monthly charge was reduced from $9.50 to $4.95. Movie features will be furnished on only one channel (ch. 3) instead of two as now. The second channel (ch. 5) will be used to pump background music into the home, with time and temperature continuously shown on the screen. Up to now first run features were shown on ch. 3; reruns on ch. 5. The system will run 7-11 p.m., instead of 1-11 p.m. For subscribers desiring community antenna service, Telemovies will also provide that. Also scheduled on Sunday afternoons is a great artists' series—films of operas, ballet and drama classics.

"We are still trying to pinpoint the public's preferences," Henry S. Griffing, presi-

dent of Video Independent Theatres Inc., operator of Telemovie, said. "Although the initial response to Telemovie last fall was exceptionally good, we haven't added as many subscribers as we had hoped. Therefore we are changing the pattern somewhat, to see if we can find the right formula of price and programming."

Mr. Griffing said the number of regular subscribers has dropped to about 300 [LEAD STORY, Feb. 10]. Video had planned 500 by the end of its first year, he pointed out.

This is the second major change in the Telemovie operation; last month Video began installing meters to permit subscribers to pay on a per program basis, with a minimum of $3.50 for five pictures a month. This has been delayed until fall, Mr. Griffing announced last week, because there are not enough meters to go around—although he said about 100 meters will be installed in the next few weeks for research purposes.

Video operates a number of community antenna systems in Oklahoma, Texas and Mississippi. The offer to provide this service will enable subscribers to bring in Tulsa's three tv stations (chs. 2, 6 and 8) without the need for a rooftop antenna, Video said.

Telemeter Shows Wire Pay Tv In Chicago Pitch to Theatres

International Telemeter Corp. pitched its wired pay tv system to motion picture exhibitors from 14 states in a week-long series of Chicago demonstrations last week.

The Paramount Pictures Inc. subsidiary also showed Tuesday evening how it proposes to bring International Boxing Club matches to viewers by means of its Telemeter wired pay tv system. Five fights were staged in the Midwest Athletic Club and fed by coaxial cable to receivers in the Conrad Hilton Hotel. The bouts were beamed to Telemeter racks and "priced" for the occasion.

Film exhibitors, sports officials, civic leaders, radio-tv representatives and newsmen watched the fight card on Chicago's unused ch. 6 and also had a choice of two feature films piped into a Telemeter selector for use on the same channel.

The way was paved for boxing matches and other events from arenas such as Madison Square Garden by a Telemeter agreement with the IBC on an experimental basis [AT DEADLINE, Feb. 10]. ITC is setting up Telemeter Programming Corp. to book similar national events for toll tv.

Paul MacNamara, vice president of ITC, headed its Chicago delegation, making the presentations and demonstrating the wired pay tv method. The pitches obviously were directed to motion picture theatre owners because of the closed circuit application. Invitations were sent to exhibitors in Illinois, Michigan, Indiana, Missouri, Wisconsin, Kansas, Minnesota, Iowa, Colorado, Ohio, Oklahoma, Louisiana, Texas and Tennessee.

Despite rumblings from dubious theatre exhibitors in the past, Mr. MacNamara felt there has been a "noticeable trend" toward more favorable reaction by owners in terms of economics of the Telemeter pay system. Much of the controversy over closed circuit tv has centered within the Allied Theatres of Illinois Inc.

Mr. MacNamara reported Telemeter has received 110 applications for franchises so far, addressing a demonstration for newsmen Monday morning, the first of 20 such showings. He said the system is "under study" (ready to use) in two areas (presumably Los Angeles and San Francisco, where it seeks franchises) and hopes to enter "several representative markets" by year's end.

L. A. to Vote on Wired Toll Tv; Doff Charges Referendum Misuse

Voters of Los Angeles will determine whether that city is to have closed-circuit toll tv. The city clerk reported his office has validated more than the 51,767 signatures required to stop action on the franchises granted to Skiatron Tv Inc. and Fox West Coast Theatres-International Telemeter Corp. until the matter is put to the public, probably at the June 3 election.

Jerome Doff, Skiatron vice president, charged Southern California Theatre Owners Assn., which has led the opposition to the introduction of toll tv as meaning the death of the threatre business, with using "money and fear" to kill the franchises. "They paid 30 cents a name to hired solicitors who were instructed to tell the people they contacted with petitions that they would lose free television if they did not sign," Mr. Doff said. "Their misuse of the people's valued right of referendum has taken the form of a 'referendum against free enterprise' in our city."

WMID Loses ASCAP Member Suits

Judgment in copyright infringement suits against Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City, N. J., have been obtained by six members of American Society of Composers, Authors & Publishers, the music license organization reported last week. The plaintiffs alleged that six copyrighted songs were performed by the station without authorization. The U.S. District Court for the District of New Jersey restrained the defendant from publicly performing the songs in the future and awarded damages of $250 for each unauthorized performance, ASCAP said.

PROGRAM SERVICES SHORTS

ABC-TV's *The Real McCoys* (Thurs., 8:30-9 p.m.) reports it will be merchandised for food, clothing, games and other products through Henry Saperstein organization.

Broadcast Information Bureau, N. Y., has issued its *Tv Directory of 'Free' Film* and estimated that in 1957 leading advertisers invested almost $65 million in production of new television public relations films. Directory lists 932 corporations which are offering almost 4,000 public service films to tv stations.

Protestant Episcopal Church's National Council, N. Y., reports new cycle of 13 quarter-hour programs, based on informal talks and interviews by Rev. Canon Bryan Green of Birmingham, England, missionary, are available free to radio stations.

KMID-TV Pitches to Agencymen

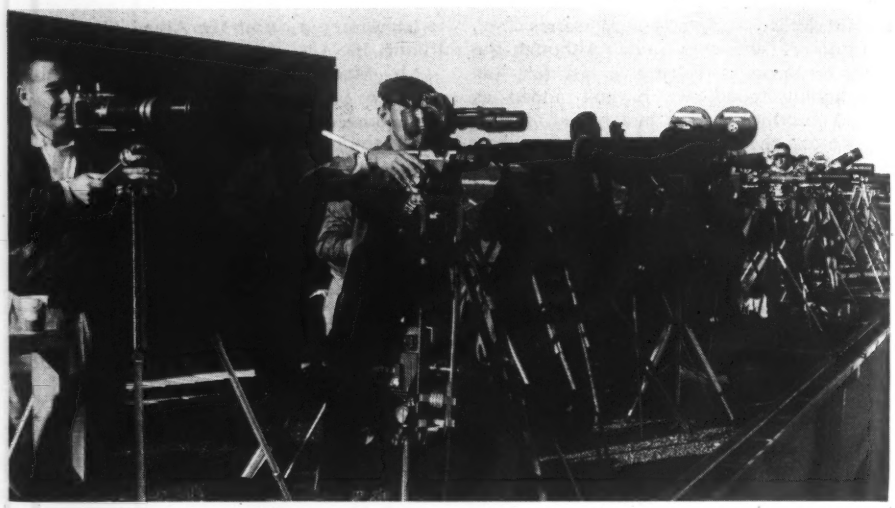
More than 50 agency researchers in radio and television were guests of KMID-TV Midland, Tex., at a luncheon held Thursday at the penthouse of the New Weston Hotel, New York. Ray Herndon, general manager of KMID-TV who was introduced by Lloyd Venard, president of Venard, Rintoul & McConnell, station representative for KMID-TV, pointed out the growth of the Midland-Odessa market in the past four years. The researchers saw a 17-minute movie made by the station showing the principal points of interest there.

Keese, Phillips, Henry Win

Top two winners in the ABC-TV affiliates promotion contest for *Maverick* are Alex Keese of WFAA-TV Dallas and Hal Phillips of WTVH (TV) Peoria, Ill. A special exploitation award went to Ell Henry, WBKB (TV) Chicago. All three get Hawaii trips.

All-Star Radio-Tv Rights to ABC

Exclusive radio-tv rights to the annual college All-Star Football Game have been acquired by ABC for another three years, William Whitehouse, ABC manager of sports, will announce today (Monday). The network has been airing the August classic from Chicago for the past three years. The college all-stars this year will meet the National Football League professional champions, the Detroit Lions.



THIS BANK *of movie and still cameras is trained on the Cape Canaveral launching site from the top of the outdoor newsroom two miles away. At rear are the 10 telephone booths which connect the official reporting site to the world.*

LOTS OF NEWS BUT FEW PHONES

A stretch of Florida beach has become a major news beat for radio and tv. On the night of Jan. 31 it was the most important one in the world—when the U. S. Army put its Explorer satellite into orbit.

For the individual stations who made the extra effort to have their own men on the scene [DATELINES, Feb. 10], that beach, two miles from the Cape Canaveral launching site, posed its own problems. The most pressing: how to get the news out.

This is how Bill Grove, news director of WMBR-TV Jacksonville, Fla., describes the scene. Mr. Grove and Ed Ryan of WTOP-AM-FM-TV Washington covered the Jupiter firing for the Washington Post Broadcast Div. stations.

Mr. Grove and some 80 other newsmen were atop the Air Force's outdoor newsroom. Movie and still cameras with elaborate telephoto lenses were ranged along the edge (see cut). But telephones were another matter. There were 10 of them to serve everybody, assigned on a priority basis.

The independent radio-tv reporter had to make a choice. He could stay at the official news site, thereby getting both information and sound-effects from the loudspeakers which carried the countdown, or he could take his binoculars down to the beach and borrow a cottager's phone. Many elected the latter course, and were rewarded by a few minutes jump on others who had to wheedle one of the 10 official lines as best they could.

Another difficulty, Mr. Grove reported, was the uncertainty of it all. Some newsmen had sweated out the test for six weeks, biding their time in motels, setting up equipment and telephone connections time after time before the day of the "Big Shoot" arrived. The disenchantment reached its peak that night when the countdown was halted shortly before the blast-off. The mood turned to elation, Mr. Grove relates, when the Jupiter began its historic flight—and then back to business as newsmen scrambled to get reports and film on their way.

WHFB-AM-FM Promotion Sells Time

A cooperative promotion by WHFB-AM-FM Benton Harbor-St. Joseph, Mich., and the local Chamber of Commerce is obtaining double results. A contest to find the twin cities' "Most Courteous" clerk has not only pleased the CC by getting greater politeness from its members' employes, but has sold WHFB time to merchants not previously advertising on the station. Through on-air announcements and newspaper ads, WHFB asks listeners to submit a card naming their choice of clerk deserving the "Most Courteous" title and awards daily prizes of $3 each to the winning nominee and the one proposing the winner. On Valentine's Day a "Courteous King and Queen" was chosen from the prize-winning clerks and awarded a $25 savings bond from the Twin Cities Chamber of Commerce. Enthusiasm from the clerks has become a station booster within the stores and already has opened doors to purchases of WHFB time by previously "hard-to-deal-with" store-owners.

WCLI to Get 'Report From Europe'

Dick Tobias, news director, WCLI Corning, N. Y., flies to Europe next month for its *Report From Europe* news series. He will interview heads of state, political leaders and military officials of six countries for the station. The opening of Brussels' World Fair also will be reported. Mr. Tobias (who is president of New York State's AP Broadcasters Assn.) recently returned from Cuba where he interviewed President Fulgencio Batista. WCLI is planning to send a reporter to the Middle East for a similar series.

Roland Draws 'Em to WCAU-TV

"Roland," the ghoulish host of WCAU-TV Philadelphia's *Shock Theatre* (Mon. and Tues. 11:25 p.m.-12:55 a.m.), drew a monstrous crowd for his Feb. 8 personal appearance. Apart from local newspaper ads, the station made only two announcements about the "open house" but reports more than 12,000 Roland fans arrived at its studios. Station had to open the doors a half-hour before schedule "to avoid a riot." Frankenstein and Dracula movies are featured on *Shock*. John Zacherle (who plays Roland) donned the makeup he uses on the program to meet the people who flocked to see him, while police were called to control the resultant traffic jams. During his hosting activities, Roland integrates or leads up to commercials in a tongue-in-cheek, macabre fashion. (In one, he notes a casket lining is worn and suggests relining it with Rayco seat covers.) In a previous promotion, the cadaverous m.c. promised his photograph to viewers sending in three human hairs to go toward stuffing his pillow. WCAU-TV reports 17,000 pictures were dispatched following the offer.

Disc for Bud's '58 Spot Campaign

A 45 rpm promotional record is being distributed by Anheuser-Busch Inc. (through D'Arcy Adv. Co.), to wholesalers and distributors as a means of introducing Budweiser's 1958 radio spot campaign [ADVERTISERS & AGENCIES, Dec. 16, 1957]. The Columbia disc contains five one-minute spots on one side and a three-minute instrumental version of Budweiser's "Where There's Life . . ." tune on the other and are being distributed in a cardboard album sleeve styled after pop record albums. Front of the album is a full color reproduction of the company's March advertisement in national magazines, while photographs of the radio recording session appear on the back. Albums previously were distributed to Anheuser-Busch regional and district sales personnel at the company's national convention in Los Angeles.

'Dischess Jockey' Plays at Work

A chess enthusiast-disc jockey at KERG Eugene, Ore., Stuart Snyder, conducts on-air chess matches with listeners during his *Little Show*. He has had as many as seven games underway simultaneously, with opponents phoning in their moves then listening for Mr. Snyder to air his move. But the "dischess jockey" found it necessitated putting in too much overtime and now keeps the number of concurrent matches at two. The d.j. also has developed and copyrighted a system for his on-air matches that incorporates telephone answering services with a postal chess kit.

Police, WGN Air Safety Program

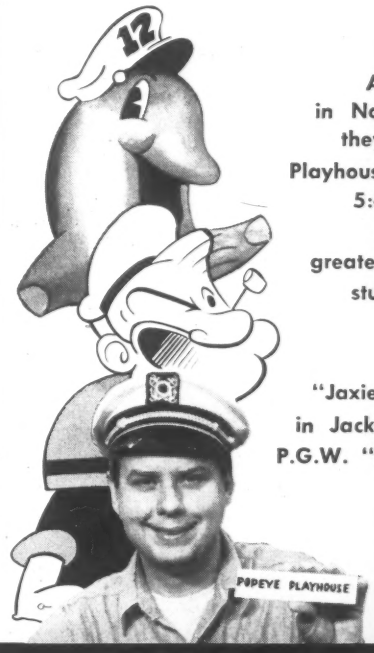
Use of pocket tape recorders by Illinois state troopers provides the format of WGN Chicago's new program, *Signal Ten*. In cooperation with police and safety officials, the series is designed to capture "the tragedy, drama and humor of the highways." The title is based on the "Signal Ten" emergency-warning radio signal for police patrols. Material is collected by troopers with recorders as they interview persons involved in traffic violations and accidents. Listeners get interviews from police cars, frequently emphasizing safety on the highways. The series is produced under supervision of WGN's special broadcast services department, headed by Al Field, and has won commendation from police and safety officials.

PYGMALION Lou Barnett of WLWT (TV) Cincinnati had the foresight not to teach his fair lady to speak, and as a result, "Miss Video," the colorcasting stand-in, is considered by management "the most cooperative television model in the business." The WLWT technician came up with the idea for a papier mache model to keep talent from wilting during the run-through of the *50-50 Club* and *Paul Dixon Show*, both daily colorcasts. Miss Video soaks up 800 foot-candles of light, the equivalent of 5,000-6,000 w, in the studio each day. A minimum of 400 foot-candles is required to transmit a clear color picture, according to WLWT.

WAGA-TV Awards to Troopers

An annual award was instituted Jan. 30 by WAGA-TV Atlanta for the four state troopers with the best highway accident prevention records. The troopers came from the four Georgia state patrol divisions and in a special WAGA-TV telecast were presented large silver trophies by Georgia's governor. The telecast was programmed to precede the station's *State Trooper* series.

"JAXIE" SAYS, "THE SAILOR SENDS SALES SOARING"



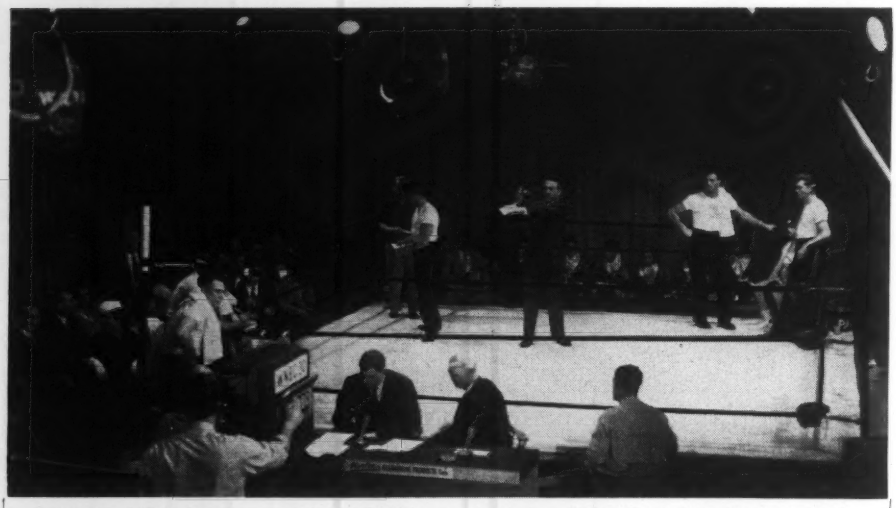
A half-a-million youngsters in 64 counties in North Florida-South Georgia drop whatever they're doing to join Skipper Al and the Popeye Playhouse every Monday thru Friday from 5:00 to 5:45 P.M. This great participation show is reaching into the $1½ billion market with greater strength every day with Skipper Al, live studio audience, Popeye and Warner Bros. cartoons.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION



PEANUT-SIZE boxers are in exhibitions aired by WNBC (TV) New Britain, Conn., in cooperation with the Hartford Police Athletic League. Titled *PAL Kid Gloves*, it will be broadcast each Saturday through July following the station's afternoon sports program. Ring announcing and commentaries are handled by former New England title holder, Johnny Cesario (pointing to the winner's corner), and sportscaster Jack Comley (at microphone). WNBC donated the athletic equipment and the fighters, 13-15 years old, each receive a prize. The series' sponsor is Norlee Aluminum Products Corp., Bloomfield, Conn., through Arnold Kupper Adv. Inc., Hartford.

UNESCO's Story Presented by ABN

The story of the United Nations Educational, Scientific and Cultural Organization will be presented through a series of programs on American Broadcasting Network titled *Easy as ABC*, beginning Thursday 9:30-9:55 p.m. The 13-week series, produced in cooperation with UNESCO and United Nations Radio, will feature such entertainers as Marlon Brando, Frank Sinatra, Danny Kaye, Rock Hudson and Ingrid Bergman in dramatic, comedy, musical or documentary formats.

Columbia, WCBS to Give Holiday

An all-expense paid summer-long vacation for a deserving New York youngster will be offered at the 1,000-acre Tumbleweed Ranch at Westkill, N. Y., by WCBS New York in conjunction with Columbia Pictures Corp. and H. Kauffman & Sons. The vacation is the prize in a contest being staged by WCBS disc jockey Jim Lowe (of *Jim Lowe's Hideaway*) and Columbia for the new Glenn Ford-Jack Lemmon film "Cowboy." Prospective winner must be nominated on basis of "why this youngster deserves a free vacation." Tumbleweed Ranch will play host; Kauffman will supply all clothes, saddle, spurs, etc., and Columbia will provide the winner with silver dollars.

WQXR Books Tanglewood Music

WQXR New York will broadcast the Saturday night concerts of Boston "Pops" orchestra live, as well as six Boston Symphony Orchestra concerts direct from the Berkshire Music Festival, Tanglewood, Mass., during the coming spring and summer. This is reportedly the first time these concerts will be brought live to the New York area.

Boyd Feathers Hospital's Nest

The Tacoma, Wash., distributor of Boyd coffee, KTNT there and the Tacoma Orthopedic Guilds are cooperating in a promotion which also raises funds for a local children's hospital. The coffee company donates five and ten cents to the Mary Bridge Children's Hospital for each lid from its one- and two-pound cans of coffee. Boyd's coffee redemption plan is publicized on KTNT through an open-end saturation spot contract the company bought from the station.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

EXPENSIVE SUCCESS

Sometimes being big-hearted just gets too expensive. WFBR Baltimore, to promote its frequency, Feb. 3 offered "Fifty dollars for every dollar with a serial number ending 1300." The station planned a week-long promotion, anticipated redeeming as many as 20 bills. Reasoning: there's only one 1300 serial ending in every 10,000 bills and these *must* be widely scattered. The first day of the promotion the "20" estimate went out the window as station personnel sheepishly tallied the cost at $1,500, determined to end the promotion the next day. The next day the promotion was even more successful—and more expensive. Just under the 5 p.m. deadline the day's 74th winner turned in his bill, bringing the cost of the promotion to $5,200—104 winners in 16 hours.

Weight-Guesser Wins CKCK Prize

CKCK Regina, Sask., recently conducted a weight-guessing contest with a free trip to New York or cash prize of $620. Listeners had to guess the weight of the 46 staff members. Clues were announced at various times during a 21 day period. Chartered accountants handled the reported 58,000 entries, of which 96 correctly guessed the weight at 6,960 pounds. One winner was drawn from the 96 by the president of the Regina Chamber of Commerce.

Promotion for CFPL Disc Jockey

In an effort to popularize a new disc jockey, CFPL London, Ont., offered a prize of $100 for a favorite charity to the listener who could write the name of the new d.j. (Lou Sherman) most times on the back of a postcard. Postcards poured in with infinitesimal writing covering them. The winner had written Mr. Sherman's name 2,727 times, while second prize went to writer who had the name 2,329 times on the postcard's back.

Stations Sponsor 'Better Living'

Montana State U. field house will house the KMSO-TV and KGVO Missoula, Mont., "15th Annual Treasure State Better Living Show" March 18-22. Nearly 100 exhibitions of new building techniques and home products by retail, wholesale and industrial companies reportedly will be on display. Myron Floren, accordionist-music director of the *Lawrence Welk Show*, is signed as featured soloist in a twice-daily floor show at the field house. The station is presently conducting a regional amateur accordion contest, the winner of which will play with Mr. Floren.

'Inside Outer Space' on WCAU-TV

The second of WCAU-TV Philadelphia's weekly 45-minute *Bulletin Forum* public service series, titled "Inside Outer Space," was broadcast two days after the U. S. launched its Explorer satellite Jan. 31. Walter Cronkite, CBS news commentator, moderated a panel including Thomas P. Whitney, Russian affairs expert, Associated Press; Armand N. Spitz, director, visual satellite observations, Smithsonian Astrophysical Observatory; Willy Ley, science writer, teacher and propulsion expert, and Dr. I. M. Levitt, director, Fels Planetarium, Franklin Institute. The discussion took place, on a set decorated with scale models of a space station, satellite and various types of missiles, before an audience of 100 in Philadelphia's Congress Hall. WCAU-TV's news department introduced the program with five minutes of film taken from U. S., Russian and German newsreels. WCAU-AM tapes *Bulletin Forum* each week and airs it an hour later.

KTTV Keeps Editors' Mail Box Full

To prepare Southern California tv editors for the premiere of Ziv Tv's *Sea Hunt* series last Monday on KTTV (TV) Los Angeles, Reavis Winckler, publicity director, sent them, during the preceding 10 days: (1) a rubber seal that barked when a bulb was squeezed (the accompanying letter called it "a 'barker' to pitch you on our new program—*Sea Hunt*"); (2) a rubber frog that stood erect (Lloyd Bridges plays a frogman in the series); (3) a tiny toy diver with air-hose suitable for operating in a glass of water (Mike Nelson, played by Bridges, "lives on a diet of courage and canned oxygen . . . as he follows his perilous assignments"); (4) a rubber whale that squeaked when pressed ("Just wanted you to know that KTTV has a whale of a new television program a-spouting this a-way"); (5) an eight-foot Oriental paper fish kite (Wow! What a catch! *Sea Hunt*, we mean"); (6) underwater message board and pencil ("Last-minute message to remind you of the premiere of *Sea Hunt*).

Letters also noted that "Standard Stations and Chevron Dealers" (Standard Oil Co. of California, through BBDO, San Francisco) is sponsoring *Sea Hunt* on KTTV (also on about 25 other tv stations in the Western States, British Columbia and Hawaii, on which the company previously sponsored *Jack London Stories of the South Seas*).

Last Friday in a special KTTV program, *Salute to Sea Hunt*, (7:30-8 p.m.), Mr. Bridges took viewers behind-scenes, showing how a tv series is prepared and filmed. Underseas expert, Mrs. Zale Perry, also was on hand to describe and demonstrate gear worn by frogmen and skin divers.

How to Sell Dept. Stores—RAB

Radio Advertising Bureau announced last week that a packaged direct-mail campaign aimed at increasing department store advertising on radio has been prepared by the Bureau and is available for use by member stations. The package contains detailed information on how stations can conduct an effective campaign on the local level and suggests covering letters for accompanying material sent prospective clients.

Clock-Radios From WAMP Contest

Clues to WMAP Pittsburgh's "Clock-Radio" contest are aired every half-hour by d.j. Bill Brant on his Monday through Friday (6-9:30 a.m.) *Radio Clock Show*. To win one of the 10 clock-radios the station gives away weekly, listeners answer questions about the time of day famous historical events occurred. Mr. Brant gives three possible answers, one of which is correct, and asks listeners to submit postcards naming their choice of time. Contestants also have to tell in 10 words or less why they like WAMP's *Radio Clock Show*.

Morning-After Test by KTRK (TV)

Evening viewing is being promoted by KTRK (TV) Houston, Tex., on its early morning musical *Soundtrack* show. Viewers are asked to submit their names and telephone numbers to the station on a card. From these, *Soundtrack's* host Ted Nabors calls viewers and plays them a recorded segment of one of the previous evening's programs. If the viewer names the show from which the excerpt is taken, he wins a $50 savings bond. If it goes unrecognized, the bond accrues in the jackpot for the next winner. Judging by the mail count, KRTK expects this to be one of its best promotions.

Pensacolans Endorse WSBR Ban

WSBR Pensacola, Fla., ran a long, three-column advertisement last month in *The Pensacola Journal* to tell listeners "about the music you *won't* hear on WSBR." The boycott on songs with offensive lyrics elicited a "heartening" response, according to WSBR, which followed up a week later by printing listener letters of congratulation in the same space.

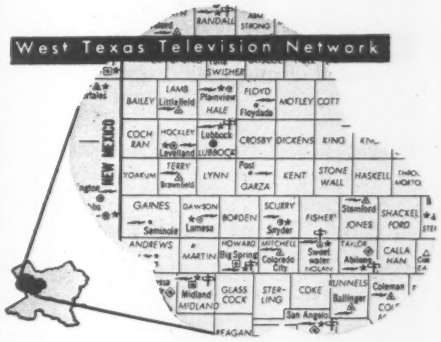
BIS Shows Available—Gratis

British Information Services' radio-tv division has over 30 quarter-hour programs available free for local stations. The series consists of interviews with prominent British and American personalities, dramatic documentaries, musical features, talks and panels. Tapes are recorded at 7½ IPS on Ampex equipment. There is an optional descriptive continuity on each box label and free scripts are available to listeners. Programs are obtainable from BIS, 45 Rockefeller Plaza, New York 20, N. Y.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

COMBINATION BUY

Big, even for Texas!



KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country

TV FAMILIES: 150,484

KPAR-TV, CBS, ABILENE-SWEETWATER

New studios in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities.

TV FAMILIES: 87,640.

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income.

TV FAMILIES: 65,970.

TOTAL TV FAMILIES: 304,091

KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE SWEETWATER
KEDY-TV
BIG SPRING, TEXAS.

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

WMT Booklet 'Spreads Conviction'

A new 16-page booklet, titled "Melodies for a Timebuyer's Mandolin," is being distributed to the trade by WMT Cedar Rapids, Iowa. The booklet is written in a light part-limerick vein and subtitled "A collection of incidents, wholesome facts and embroidered embellishments designed to spread conviction about a certain radio station in eastern Iowa." It covers such factors as geographical area, market characteristics, sponsor success stories and station personalities.

'Fastest Gun' New KPIX Sport

A tournament was run by KPIX (TV) San Francisco Feb. 1 to find the "Fastest Gun Alive." The station expected a dozen or so would enter the tourney after "Deputy Dave" had announced it would be telecast on his *Roundup* show, but reports 40 people arrived for the eliminating rounds before the program. Ex-cowboy Frank Kapica (real name, Frank James; he changed it because of the ribbing he got) drew his gun and fired five shots in less than one second to win the title. An Ampex tape recorder was adapted for timing participants' reactions in drawing and firing. Such is the interest in this western sport-hobby that Deputy Dave has formed a club for "gunslingers" who think they are fast on the draw.

Middle East Series on WRC-TV

America's foreign policy in relation to the Middle East was explained in the first of WRC-TV Washington's educational series *Perpetual Crisis in the Middle East* (Feb. 2, noon-1 p.m. EST). A film showing Iranian village life was aired typifying the problems of the Middle East peoples. The program's guests were Dr. Roderick Davison, professor of European History, George Washington U., and Dr. John Badeau, president of the Near East Foundation. The rest of the series consists of 13 weekly (Sunday, noon) half-hour shows.

KXOK Opens Washington Bureau

Part of KXOK St. Louis' newscasts originate from Washington, D. C., in its new *First Person News* (half-hourly between 5:30-9 a.m.). Jock Laurence, head of KXOK's newly-opened Washington news bureau, brings listeners interviews with people in the news from the Nation's Capital. A feature of *First Person* is the station's "Sonic-Quotes." Special microphones replace the "quote and unquote," generally used by newscasters.

45s All Played-Out by WATO

The 10th anniversary of WATO Oak Ridge, Tenn., was celebrated with a WATO-Thon contest. At sign-on Feb. 3 the station began playing 45 rpm records and continued to work its way through the discs, 24 hours a day, until the 45s were all played. Listeners submitted estimates of the time the last one would be aired. The person who sent in the closest guess received $200. WATO also awarded 100 prizes for other guests.

ART WORK was spread over two WFMY-TV Greensboro, N. C., studios and three conference rooms after that station assumed regional sponsorship of *Scholastic Magazine's* annual art awards project. The station's staff unpacked and catalogued more than 1,200 entries from students in 100 high schools. WFMY-TV originated two telecasts Feb. 8 of the regional judges selecting the 380 pieces of work to receive certificates of merit. From these, the top 100 (Gold Key winners) will go on display at Elliott Hall College, N. C., Feb. 24-Mar. 8 before being sent to New York and the national competition for $20,000 and art scholarships. Gaines Kelley, WFMY-TV's general manager, said that the station undertook regional sponsorship of the art awards because "the business of tv is to make pictures; and what better way to provide recognition to our . . . students' creative achievements . . . than through the medium of television?"

Judge Quits Commercial Show

KABC-TV Los Angeles will continue its *Traffic Court* telecasts (Fri. 6:30-7 p.m. PST) despite the withdrawal of Municipal Judge Evelle Younger. The judge's decision to leave after the March 7 telecast followed an opinion by the advisory committee of a California lawyers' group (by a 14-1 vote) that his appearance on the program sponsored by Southern Calif. Chevrolet Dealers Assn. "justifies a reasonable suspicion that the power and prestige of his office are being utilized to promote a commercial product." The successor to Judge Younger had not been picked Feb. 7. The program re-enacts traffic court cases designed to educate the public on traffic safety.

Grey-Samsonite's Steak Breakfast

NBC-TV's *Arlene Francis Show* (Mon-Fri. 10-10:30 a.m.) originated from the new Trans World Airlines "$15 million jet age" terminal facilities at New York's International Airport Tuesday as a setting for the introduction of Samsonite Luggage Co.'s new "silhouette" line. Samsonite and its agency, Grey Adv., New York, were hosts to industry representatives at a steak breakfast prior to the telecast.

WRR's 'Tag Patrol' for Safety

Bumper stickers imprinted with WRR Dallas call letters which read, "Slow Down and Live," are being issued in connection with its "Tag Patrol" proomotion. Tag Patrol is a mobile unit which tours Dallas and awards cash to motorists listening to WRR. Additional prizes are given the drivers of automobiles bearing luminescent stickers.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Lawrence Wisser, senior vice president and creative director, Weiss & Geller, N. Y., and **Max Tendrich,** executive vice president and media director, were named stockholders of corporation and elected to its board of directors. Corporation name changed from Weiss & Geller, New York Inc. to Weiss & Geller Inc.

John K. Strubing Jr., vice chairman of board of directors, Compton Adv., has retired from agency after 19 years.

Arthur A. Kron, executive vice president and radio-tv supervisor, Gotham-Vladimir Adv., N. Y., named agency president, succeeding **Irwin A. Vladimir,** president, who has been appointed board chairman. **G. Ellsworth Harris,** former board chairman, becomes vice chairman and **Duncan D. Sutphen Jr.** remains chairman of executive committee.

Clyde W. Anderson, assistant treasurer of Roche, Rickerd & Cleary Inc., Chicago, elected secretary and treasurer.

George Hampton, formerly executive vice president, operations, General Foods, elected senior executive vice president and deputy chief executive.

Emanuel Goldstin, treasurer of Q-Tips Inc., N. Y., named administrative vice president of Chunky Chocolate Corp., Brooklyn.

Robert H. Dingwall, account executive, Charles W. Hoyt Co., elected vice president.

Roy C. East, assistant ► advertising manager, Bryant Mfg. Co. (heating and air conditioning), Indianapolis, promoted to advertising manager.

◄ **Joe H. Langhammer,** vice president of Powell Adv., Detroit, joins Mathes Co., division of Glen Alden Corp., as director of advertising and sales promotion.

F. Clinton Jones, who ► has been in west coast radio, tv and advertising creative capacities and sales for past 20 years, joins Cummings & Assoc., Sacramento, Calif., as radio-tv director and account executive.

Sidney B. McAllister, formerly advertising manager of Hammond Organ Co., to Geoffrey Wade Adv., Chicago, as account executive.

Richard V. Morse, formerly with Young & Rubicam, N. Y., to Doherty, Clifford, Steers & Shenfield, that city, as account executive.

Noel D. Turner, formerly with Needham, Louis & Brorby Inc., Chicago, to Gordon Best Co., that city, as account executive.

Chester L. Posey, vice president at McCann-Erickson, appointed Chicago office manager. He succeeds **Peter G. Peterson,** named assistant to president and coordinator of corporate services to regional offices. [At Deadline, Feb. 10].

◄ **Richard J. Puff,** vice president in charge of advertising, promotion research and public relations for MBS, to Sullivan, Stauffer, Colwell & Bayles, has been named director of media research. Mr. Puff had been with Mutual for 16 years.

B. Richard Elam Jr., formerly merchandising manager and account executive at Fulton, Morrissey Co., Chicago, to the Buchen Co., that city, as merchandising manager.

Frank Migliore, formerly with Gore Smith Greenland Inc., N. Y., to Zakin Co., that city, as assistant to **Ted Eisenberg,** partner.

T. R. Meredith, director of market development, Griswold-Eshelman Co., Cleveland, has joined media department of BBDO, N. Y., as media supervisor.

Eileen F. Hauck, assistant personnel manager, named personnel manager of McCann-Erickson, N. Y.

Milton Ackoff, formerly with Grey Adv., to Richard K. Manoff Inc., N. Y., as art director.

Greene Fenley, formerly copywriter at former Erwin, Wasey, N. Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.

George B. Marschall, creative control director, Ruthrauff & Ryan, N. Y., to Arthur Litof Studios, that city, firm that serves both agencies and clients in producing art and printing work.

NETWORKS

James G. Hendrick, formerly manager of procedures and special studies department of Standard Brands Inc., N. Y., to CBS Inc. as director of newly created systems and procedures department, reporting to **L. Byron Cherry,** vice president of finance and management services.

James M. Ascher promoted to assistant director of advertising, promotion and press information for ABC central division. He succeeds **George T. Rodman,** appointed to similar capacity at KGO-TV San Francisco. **Kip Jamison** moves from general services department to replace Mr. Ascher.

William F. Ward, who starred under name of Bill Weaver on several comedy-variety programs on KCBS San Francisco, to KNX Los Angeles and CBS Radio Pacific Network as senior producer-director-writer.

June Taylor, choreographer assigned to CBS-

on their way to Sesac Subscribers

SESAC
TRANSCRIBED
LIBRARY

Series "N" NOVELTIES

N-1701

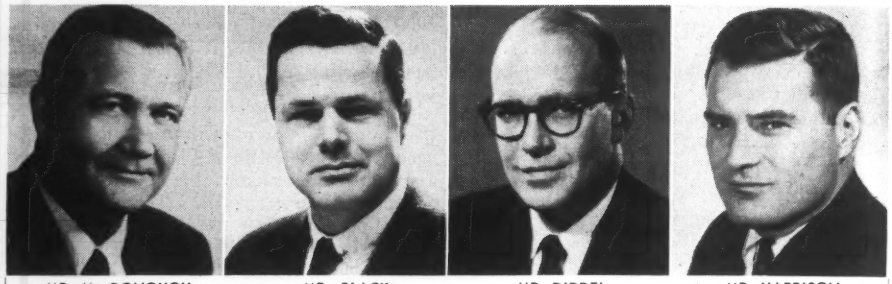
JOSÉ MELIS
HIS TRIO, AND HIS ORCHESTRA
In a fast-moving, distinctive series of piano and orchestral showpieces

SESAC
"the best music in America"
THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

SAN DIEGO'S
1ST MUSIC STATION
KSON
1ST in PROGRAMMING
1ST in NEWS
1ST in COMMERCIAL STANDARDS
1ST in RESULTS
at the lowest cost
KSON
RADIO
SAN DIEGO
Rates are still LOW Call FORJOE!

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE CONTINUED



MR. MacDONOUGH MR. BLACK MR. DIDDEL MR. HARRISON

FOUR account executives of Kudner Adv., New York, have been elected vice presidents of the agency. They are William A. MacDonough, James F. Black, Andrew Diddel and Rodger S. Harrison. Mr. MacDonough has been an account executive on Frigidaire since 1956 and was a former vice president and director of advertising-merchandising of the Crosley-Bendix Home Appliance Div., Avco Corp. Mr. Black, an account executive on Goodyear, joined the agency in 1957 and earlier was vice president of Benton & Bowles, New York. Mr. Diddel, formerly New York sales manager of Eastern Airlines, joined Kudner last year as account executive on Pan American World Airways clipper cargo. Mr. Harrison, account executive on National Distillers since 1956, formerly was an account executive at the J. M. Mathes Co., New York.

TV's *The Big Record* since last December, named permanent choreographer, succeeding **James Starbuck.**

FILM

Martin Ransohoff, executive vice president, Filmways Inc., elected president of tv commercial production firm. Other appointments at Filmways: **Lee Goodman** to vice president of production and **Michael Dubin** to vice president of sales.

Herbert L. Golden, recently-appointed president of United Artists Television Inc., wholly-owned subsidiary of United Artists Corp., has been elected member of UA board. Mr. Golden joined UA on Jan. 1 after five-year association with Bankers Trust Co., N. Y., as vice president of its amusement industries group.

Robert S. Taplinger has resigned as advertising-publicity vice president of Warner Bros. Pictures to resume active direction of his own New York public relations firm.

Kirk Torney, division manager, Associated Artists Productions, to Sterling Television Co., N. Y., as sales manager. **Alan Gleitsman,** New England salesman, Sterling Television Co., appointed west coast sales manager for company's syndication division.

Patrick T. Ahern, formerly with Scripps-Howard Newspapers and Time Inc., has joined Guild Films, as assistant sales manager. Mr. Ahern previously was assistant sales manager of Imco Container Corp.

Len Levy, production supervisor at Kling Film Productions, Chicago, promoted to executive producer for television, supervising production of commercials and syndicated films.

Bill Newton, formerly head of his own tv package firm, to Sarra Inc., Chicago, as creative producer-director.

Harper Goff, supervising art director of Mark VII, will be producer of *Pete Kelly's Blues,* which will go into production in May under supervision of Jack Webb. **George Stevens Jr.** and **Joseph Parker** have been assigned to new tv series, for which lead is being sought now that it is definite that **Bob Crosby's** commitments at CBS make it impossible for him to take starring role.

Lloyd Nolan is starred in *Special Agent #7,* which Revue Productions is now filming in Hollywood, with **David Hire** as producer.

Thomas Mitchell is in London where filming has begun on *Mr. Glencannon,* tv series based on *Saturday Evening Post* stories of Guy Gilpatric, which probably will be distributed in United States by Gross-Krasne Inc., whose partner-owners, Jack Gross and Phil Krasne, are personally supervising production of series. Plans call for completion of 39 episodes of *Mr. Glencannon* in time for telecasting during 1958-59 season.

Wilbur J. Streech, president, Wilbur Streech Productions Inc., married **Marion Jockel** Feb. 1.

STATIONS

Robert P. Keim, account executive for Advertising Council Inc., N. Y., to WADS Ansonia, Conn., as vice president and also appointed to board of directors.

WHEN THEY SAY
YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

GOOD SAMARITAN

Officials of the Bartell Group of radio stations were understandably proud last week that one of the company's d.j.s was nominated for the "Neighbor of the Week," regular feature carried on the stations. Generally, residents of the community in which Bartell stations operate nominate a good neighbor who has performed a selfless task. Station officials received a letter from E. G. Wheeler, a resident of Alaska on vacation in Arizona, who nominated Jay Adams, a KRUX Phoenix d.j. Mr. Wheeler said Mr. Adams, after stopping along the highway to help, drove him more than 40 miles until they located a service station that had the correct replacement part for Mr. Wheeler's automobile.

◄ **Brooks Russell,** formerly with WBOC-AM-TV Salisbury, Md., to WESR Tasley, Va., as vice president and general manager. WESR began operations Jan. 22 and operates on 1330 kc, with 1 kw.

◄ **Raymond J. Cheney** general manager of WMIX-AM-FM Mt. Vernon, Ill., elected vice president of Mt. Vernon Radio & Tv Co. (owner of stations). He also continues in his general manager capacity.

John H. Norton Jr., general manager of WMTW (TV) Poland Spring, Me., has resigned. His duties will be taken over by **John W. Guider,** president, pending selection of successor to Mr. Norton.

◄ **George Carroll,** formerly program director of WFBG-AM-TV Altoona-Johnstown, Pa., to WNHC New Haven, Conn., as general manager.

◄ **Norton Yirgien,** formerly manager of WFEA Manchester, N. H., to WEZE Boston as general manager.

Bill Hohmann, assistant sales planning and promotion manager, NBC Central Div., to WBBM-TV Chicago as sales promotion director, succeeding **Ralph Trieger,** resigned. **Gene Bohi,** formerly producer-director, KARD-TV Wichita, Kans., to WBBM-TV as assistant sales promotion director.

Chris Robinson Jr., ► commercial department, KXYZ Houston, named national sales manager. **Bill Rozan** promoted to commercial manager, succeeding **Dick Morrision,** resigned to accept post of general sales manager at WNOE New Orleans.

◄ **Ted Barker,** program director, WJOY Burlington, Vt., promoted to assistant manager.

Dean Slack, chief announcer, WJOY, succeeds Mr. Barker as program director. ►

◄ **John Hinsey,** producer on NBC-TV's *Matinee Theatre*, to KRCA (TV) Los Angeles as program director. He joined NBC in 1951 as director for several local and regional programs in Chicago.

Bob Vache, tv program ► coordinator, KVAR-TV Phoenix, named program director, succeeding **William Robb,** who has resigned to enter private business.

◄ **R. Peter Straus,** director of Washington branch of International Labor Office, to WMCA New York as program director, effective March 1. **Leon Goldstein,** vice president of WMCA named director of education and public service division, succeeding **Helen Straus,** resigned.

John W. O'Harrow, ► national radio sales director at WKZO Kalamazoo, Mich., retires Feb. 20 after 19 years' service with Fetzer Broadcasting Co. His successor has not been announced.

because...

- 27.4% more daytime circulation than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising— best advertising results

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NBC—ABC Channel 5
ROCHESTER

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

MINNESOTA SONS CITED

Sig Mickelson, CBS vice president and general manager of CBS News, and CBS news commentator Eric Sevareid, were among the group of journalists cited in person last Monday night by Minnesota Gov. Orville Freeman, who named two Minnesota lakes after the CBS men. Citations were made at the Overseas Press Club of America, New York. Both Mr. Mickelson and Mr. Sevareid are native Minnesotans.

Robert O. Archer Jr., formerly with A. E. Staley Co., Decatur, Ill., to sales staff of WLS Chicago.

David Stull, formerly announcer, WMOH Hamilton, to WKRC Cincinnati, both Ohio, announcing staff.

Robert F. Peters, 42, chief announcer of WFAS White Plains, N. Y. since 1943, was found dead Feb. 5 at station from what was described by police officials as self-inflicted bullet wound. Mr. Peters had been suffering from extreme asthma attacks and was kept from work early in week due to his illness.

REPRESENTATIVES

Peter A. McGurk, with New York office of Weed & Co., elected vice president. He will be responsible for all administrative details for Weed's Canadian clients.

Claude Piano, formerly merchandising supervisor for Reuben H. Donnelly Corp., Boston, appointed account executive in New York office of Meeker Co.

Graham L. White, who has been with Young Television Corp., Ruthrauff & Ryan and WINS New York, has joined television sales staff of Avery-Knodel, N. Y.

Warren Steibel, formerly exploitation manager, California National Productions to NBC Spot Sales as sales promotion specialist.

MANUFACTURING

Boyce Nemec, for 10 ► years executive secretary of Society of Motion Picture & Television Engineers, to Reevesound Co., Long Island City, N. Y., manufacturer of machines for professional motion picture sound recording, as executive vice president.

Kenneth G. Bucklin, formerly manager, market planning, RCA entertainment receiving tube activity, to manager, engineering receiving tube operations, RCA electron tube division, Harrison, N. J. **George J. Janoff,** formerly merchandising manager, market planning, RCA receiving tubes, to receiving tubes in similar capacity. **C. Edward Sharp,** personnel manager, RCA components division, Camden, N. J., to semiconductor division, Somerville, N. J., in similar capacity.

◄ **Don Ross,** since 1956 regional sales manager of Pilot Radio Corp., Long Island City, N. Y., to newly created post of national field sales manager with headquarters in Chicago.

John W. Lazur, formerly government programs manager of Servo Mechanisms Inc., N. Y., to Allen B. DuMont Labs, Clifton, N. J., as military operations manager.

William J. Barkley, 69, director of Tele-Broadcasters Inc., N. Y., and of Nuclear Corp of America, died Feb. 7 in East Orange, N. J. He was founder of Wireless Specialties Co., Boston, manufacturer and seller of radio equipment.

PROFESSIONAL SERVICES

Michael Ames, former ► ly director of public relations for Emerson Radio & Phonograph Corp., Jersey City, N. J., for four years, has established his own public relations firm, Michael Ames Assoc., with offices at 251 W. 42d St., N. Y. 36. Telephone: Lackawanna 4-4496.

Kay Ryan, previously free lance publicity and promotion agent for Recording Artists, to United Recording Labs, N. Y., as sales and service representative.

Lawrence W. Dorn, president, Larry Dorn Productions, has joined Walter E. Kline & Assoc., pioneer in cooperative promotion of motion pictures with industry, as assistant to president and member of management committee. He will serve as liaison between writers, producers and other motion picture executives and Kline clients.

PERSONNEL RELATIONS

Art Gilmore and **Lloyd Nolan** have been appointed to board of Screen Actors Guild, succeeding **Jackie Cooper** and **Donald O'Connor,** who resigned because of pressure of private business. New directors will serve until SAG annual election in fall.

TRADE ASSNS.

Norman Lindquist, Ziv Television Programs Inc., and **Chester R. Green,** Kraft Foods Co., have been elected to serve as new members on executive slate of Chicago Federated Adv. Club for 1958, with other officers and directors from 1957 remaining in office. Mr. Lindquist was elected third vice president, succeeding **Chuck Hanson,** *Time* magazine, and Mr. Green director-at-large, replacing **J. B. McLaughlin**, formerly with Kraft Foods Co. in Chicago. **J. Chalmers O'Brien,** Carson Pirie & Scott Co., Chicago department store, was reelected president.

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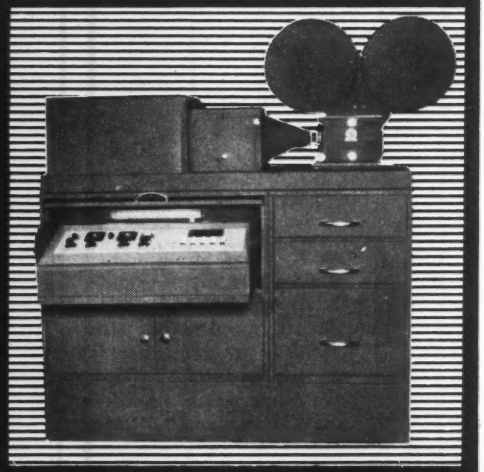

TELEVISION Specialty COMPANY INC.

Dept. BT—350 West 31st St., New York 1, N. Y.—LOngacre 4-2334

Illustrated:
Model 61
Kinescope
Recording Unit

Station Authorizations, Applications

As Compiled by BROADCASTING

February 6 through February 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Am Stations

ACTION BY FCC

Mobile, Ala.—OK Bcstg. Corp., granted 900 kc, 1 kw D. P. O. address 505 Baronne St., New Orleans, La. Estimated construction cost $79,000, first year operating cost $108,000, revenue $132,000. Principals are equal partners **Jules J. Paglin**, pres.-50% owner of **WBOK New Orleans, WXOK Baton Rouge, La., WLOK Memphis, Tenn.**, pres.-39% owner of **KAOK Lake Charles, La.**, and pres.-43% owner of **KYOK Houston, Tex.**; and **Stanley W. Ray Jr.**, vice pres.-50% owner of WBOK, WXOK, WLOK, vice pres.-39% owner of KAOK and vice pres.-43% owner of KYOK. Announced Feb. 12.

APPLICATIONS

Caro, Mich.—Caro Bcstg. Co., 1360 kc, 500 w D. P. O. address 521 West Burnside, Caro. Estimated construction cost $25,957, first year operating cost $42,000, revenue $48,000. Owners are **Lloyd L. Savage** and **Omer K. Wright**, 50% each. Dr. Savage is physician; Mr. Wright is sales representative, **WEAW-AM-FM Evanston, Ill.** Announced Feb. 6.

Albuquerque, N. M.—CHE Bcstg. Co. Inc., 1240 kc, 250 w U. P. O. address 5900 Domingo Road, N. E., Albuquerque. Estimated construction cost $2,700, first year operating cost $600, revenue $12,000. CHE Bcstg., licensee of **KHFM (FM) Albuquerque**, is owned by **John D. Hopperton** (62%) and others. Mr. Hopperton is high school science teacher. Announced Feb. 6.

Clarion, Pa.—County Bcstg. Co., 1300 kc, 1 kw D. P. O. address W. C. Hearst, Box 171, Clarion. Estimated construction cost $12,715, first year operating cost $44,750, revenue $47,350. Owners are **Harriet Hearst** (36%), **Punxsutawney Bcstg. Co.** (33.33%) and others. Mrs. Hearst is president and majority stockholder of **Clarion Newspapers Inc.** Punxsutawney, which is licensee of **WPME Punxsutawney, Pa.**, is controlled by **Sheridan W. Pruett** (51%), who also owns 51% of **WACB Kittaning, Pa.** Announced Feb. 10.

Highland Park, Tex.—University Advertising Co., 1150 kc, 500 w D. P. O. address Charles H. Meeks, 3000 N. Harwood, Dallas. Estimated construction cost $54,417, first year operating cost $129,940, revenue $134,500. Owners are **Melvin W. Jackson, Thomas W. Merriman** and **Charles H. Meeks** (each one-third). Mr. Jackson is in natural gas, air conditioning, real estate and construction. Mr. Merriman is musician, teacher and producer of phonograph records. Advertising is Mr. Meeks' field. Announced Feb. 12.

Existing Am Stations

APPLICATIONS

KVFC Cortez, Colo.—seeks cp to change hours of operation from daytime to unlimited using power of 250 w 1 kw local sunset; install directional ant. for nighttime use and make changes in ground system. Announced Feb. 12.

WAGR Lumberton, N. C.—seeks cp to change frequency from 1480 kc to 580 kc; change hours of operation from unlimited to daytime only; decrease power from 1 kw to 500 w; change from directional ant. day and night (DA-2) to non-directional ant., make changes in ant. (increase height) and operate trans. by remote control from studio location. Announced Feb. 6.

WRKH Rockwood, Tenn.—seeks cp to increase power from 500 w to 1 kw (580 kc). Announced Feb. 12.

KVKM Monahans, Tex.—seeks cp to change frequency from 1340 kc to 1330 kc; increase power from 250 w to 1 kw—5 kw—local sunset; change ant.-trans. location, install directional ant. nighttime and new trans. make changes in ground system and change studio location. Announced Feb. 11.

New Fm Stations

APPLICATIONS

Baltimore, Md.—United Bcstg. Co. of Eastern Md. Inc., 92.3 mc, 10.98 kw U. P. O. address 912 North Charles St., Baltimore. Estimated construction cost $9,150, first year operating cost $6,000, revenue $6,000. Applicant is also licensee of **WSID Baltimore**. Announced Feb. 12.

Philadelphia, Pa.—Young People's Church of the Air Inc., 104.5 mc, 20 kw U. P. O. address 730 Chestnut St., Philadelphia. Estimated construction cost $50,324, first year operating cost $48,000, revenue $60,000. **Norman Kellow, Viola McCutcheon, Ruth Crawford, Alexander Dunlap** and **Percy B. Crawford** each have 20% membership vote. Mr. Kellow is book club director and pastor. Viola McCutcheon is secretary. Mr. Crawford is college president and radio-tv pastor. Mrs. Crawford is radio-tv music arranger. Mr. Dunlap is realtor. Announced Feb. 10.

Ownership Changes

APPLICATIONS

KNAC-TV Fort Smith, Ark.—seeks acquisition of positive control of permittee corporation **(American Television Co. Inc.)** by **Harry Pollock** through purchase of stock from **George T. Hernreich** for $175,000. After transfer Mr. Pollock will be 66.7% owner. He is also in retailing and livestock. Announced Feb. 10.

KTHS Little Rock, Ark.—seeks transfer of control of licensee corporation **(Radio Bcstg. Inc.)**

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NEW ENGLAND INDEPENDENT	NETWORK FULLTIME	1,000 WATT DAYTIMER	GEORGIA DAYTIMER	FULLTIME INDEPENDENT	ROCKY MOUNTAIN
$130,000	$40,000	$40,000	$60,000	$45,000	$75,000
Single station. Solid economy plus new government spending. Profitable. Terms.	Station serves tremendous retail sales area. High fixed assets. Liberal financing.	Located in the heart of a sportsman's paradise. Ideal for owner-operator. $17,000 down.	Excellent resort growth area station with fine potential. Good present net. ⅓ down.	250-watter in one of better towns in West Texas. Diversified market. $12,000 down. Attractive terms.	One kw. daytimer. Regional frequency. Single-station market. Terms.
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Wm. T. Stubblefield	Jackson B. Maurer	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
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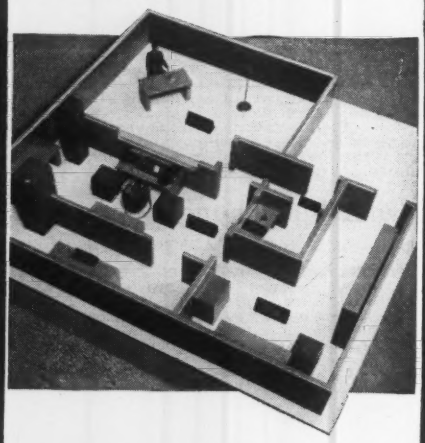

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RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Jan. 31

	AM	FM	TV
LICENSED (all on air)	3,153	520	399[1]
CPs ON AIR (new stations)	57	16	103[2]
CPs NOT ON AIR (new stations)	94	62	107
TOTAL AUTHORIZED STATIONS	3,304	598	655
APPLICATIONS FOR NEW STATIONS (not in hearing)	397	39	78
APPLICATIONS FOR NEW STATIONS (in hearing)	111	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	508	48	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	233	20	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	34	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	267	20	54
LICENSES DELETED	0	6	0
CPs DELETED	1	0	3

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Feb. 12

	ON AIR		CP	TOTAL APPLICATIONS
	Lic	Cps	Not on air	For new stations
AM	3,168	59	93	516
FM	520	16	62	56
TV (Commercial)	399[1]	105[2]	105	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 12

	VHF	UHF	TOTAL
COMMERCIAL	420	84	504[3]
NON-COMMERCIAL	24	6	30[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

from **William R. Bronson**, voting trustee, to **Times Publishing Co. Ltd.**, parent corporation of licensee. Corporate change. No control change. Announced Feb. 12.

KBUC Corona, Calif.—seeks transfer of control of licensee corporation **(Radion Bcstg. Inc.)** from **Henry Fritzen** to **Radio K B U C Inc.** for $175,000. New owners are James F. Hadlock (68%) and others. Mr. Hadlock formerly owned one-third of **KDOT Reno, Nev.** Announced Feb. 12.

KBIC-TV Los Angeles, Calif.—seeks assignment of permittee corporation from **John H. Poole tr/as John Poole Bcstg. Co.** to **John Poole Bcstg. Co. Inc.** Corporate change. No control change. Announced Feb. 12.

WCNU Crestview, Fla.—seeks assignment of license from **Virginia O'Neal**, administratrix of estate of **D. Grady O'Neal**, deceased, tr/as **Gulf Shores Bcstg. Co.** to Virginia O'Neal, **Louise McWhorter Kremer** and **Charles C. O'Neal.** New owners each inherited one-third. Mrs. O'Neal and Mrs. Kremer are housewives. Mr. O'Neal has been announcer and auto salesman. Announced Feb. 12.

WGGG Gainesville, Fla.—seeks assignment of license from **Thompson K. Cassel** to **Radio Gainesville Inc.** for $116,000. Seller will retain 25% interest and remain as president of purchasing corporation. Mr. Cassel's other broadcast interests: **WTVE Elmira** (35%), **WTKO Ithaca** (52%) and **WACK Newark** (15%), all New York, **WCHA AM-FM Chambersburg** (25.85%), **WBRK Berwick** (33.3%) and **WATS Sayre** (100%), all **Pennsylvania.** Other owners of Radio Gainesville are **Harry R. Playford** and **Ed C. Wright** (each 37½). Messrs. Playford and Wright each own 25% of **WNVY Pensacola, Fla.** Announced Feb. 10.

WDBQ Dubuque, Iowa—seeks transfer of control of licensee corporation **(Dubuque Bcstg. Co.)** from **John J. Roshek** to **WDBQ Bcstg. Co.** for $135,000. New owners are **Oswald A Friend Jr.** (57%) and others. Mr. Friend owns 15% of **KOWB Laramie, Wyo.** Announced Feb. 12.

KWKH AM-FM Shreveport, La.—seeks transfer of control of licensee corporation **(International Bcstg. Corp.)** from **William H. Bronson**, voting trustee, to **Times Publishing Co. Ltd.**, parent corporation of licensee. Corporate change. No control change. Announced Feb. 12.

WMOO Milford, Mass.—seeks transfer of control of licensee corporation **(Milford Bcstg. Corp.)** from **James W. Miller, Loraine G. Miller**

Far West – Major Market

$300,000.00

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*ARB Continuing Readership Study

Member AFCCE

and **Robert F. Nims** to **David M. Myers** for $12,500. Mr. Myers is sole owner, **WFGM Fitchburg, Mass.** Announced Feb. 6.

KGEO-TV Enid, Okla.—seeks transfer of control of licensee corporation from **Louis E. Caster** and **Ashley L. Robison** to **Caster-Robison Television Corp.** Corporate change. No control change. Announced Feb. 12.

WRSA Saratoga Springs, N. Y.—seeks assignment of license from **Richard O'Connor** and **Lou Tobier** d/b as **Radio Saratoga** to **Radio Station W.R.S.A. Inc.** for $30,000. Messrs. O'Connor and Tobier will each own 50% of new corporation's voting stock. Mr. O'Connor is chief engineer, WRSA. Mr. Tobier is liquor dealer. Announced Feb. 12.

WSEV Sevierville, Tenn.—seeks relinquishment of negative control of licensee corporation (**Smoky Mountain Bcstg. Corp.**) by **James E. McAfee** through sale of stock to **Norman Burchfiel, Fred C. Atchley, A. J. King, Lep A. Sharp** and **Hugh E. Trotter** for $45,000. After transfer seller and buyers will each own 14.3%, with exception of Mr. Trotter whose ownership will be 7.1%. Mr. Atchley also own 25% of **WEAG Alcoa, Tenn.** Announced Feb. 6.

KIRT Mission, Tex.—seeks assignment of license from **Robert F. Pool** and **R. F. Pool Jr.**, d/b as **Pool Bcstg. Co.** to **KIRT Inc.** for $18,000. Ownership of new corporation: **Robert F. Pool** (39%); **Ray V. Jensen** and **L. O. Austin** (25% each), and **R. F. Pool Jr.** (10%). Mr. Pool formerly held 50% of KIRT. His son is realtor. Mr. Jensen is manager, **KSAL Salina, Kan.** Mr. Austin is in retail foods and vending machines. Announced Feb. 12.

Hearing Cases

FINAL DECISIONS

By decision of Feb. 12, the Commission denied the application of Northern Indiana Broadcasters Inc., for a new am station to operate on 1240 kc, 250 w, U, in South Bend, Ind. An initial decision of May 16, 1956, proposed this denial. Announced Feb. 12.

By memorandum opinion and order of Feb. 12, the Commission denied petition for review by **WEHT Inc.** (WEHT, ch. 50). **Evansville, Ind.,** and affirmed order of Chief Hearing Examiner denying WEHT intervention in proceeding on **Evansville Television Inc.,** to show cause why its authorization for **WTVW Evansville,** should not be modified to specify operation on ch. 31 instead of ch. 7. Announced Feb. 12.

By memorandum opinion and order of Feb. 12, the Commission denied petitions in the **KOB Albuquerque, N. Mex.,** proceeding filed by **American Bcstg.-Paramount Theatres Inc. (WABC) New York City, KXA Inc. (KXA) Seattle, Wash.,** and **Westinghouse Bcstg. Co. Inc. (WBZ) Boston, Mass.,** which requested review of certain rulings of examiner, termination of KOB's operating authority on 770 kc, and dismissal of applications for mod of cp of KOB and license to cover modified cp. By separate order, it denied WABC petition to reopen record and expand issues. Announced Feb. 12.

OTHER ACTIONS

The Commission on Feb. 12 scheduled the following proceedings for oral argument on March 24:

Owensboro On the Air Inc., and **Owensboro Publishing Co.,** applicants for new tv stations to operate on ch. 9 in **Hatfield, Ind.**

Routine Roundup

ACTIONS BY FCC

ACTION ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on February 11:

Denied petition by **Television Bcstrs. Inc.,** for leave to file a supplemental statement in support of the pending petition to amend its application in **Beaumont, Texas,** tv (ch. 12) proceeding.

By Hearing Examiner James D. Cunningham on February 10:

Ordered that a hearing conference will be held on Feb. 21, re application of **Wrather-Alvarez Bcstg. Inc.,** for extension of time to construct **KYAT** (ch. 13) **Yuma, Ariz.**

By Hearing Examiner Basil P. Cooper on February 10:

Issued order following first pre-hearing conference re application of **Triangle Publications Inc. (WNCH-TV, ch. 8) New Haven, Conn.;** evidentiary hearing scheduled for Feb. 18 is continued to Feb. 21.

By Hearing Examiner Millard F. French on February 11:

Ordered that the further hearing, now continued without date, is scheduled for Feb. 24 re applications of **Sarkes Tarzian, Inc.** and **George A. Brown Jr.,** for new tv stations to operate on ch. 13 in **Bowling Green, Ky.**

By Hearing Examiner Charles J. Frederick on the dates shown:

Upon oral motion by **Circle Corp. (WKLZ) Kalamazoo, Mich.,** ordered that prehearing conference scheduled for Feb. 17 is rescheduled for March 5 on its am application, et al. (Action 2-7).

Ordered that hearing now continued without date is scheduled for Feb. 26, re am applications of **Golden Valley Bcstg. Co. (KRAK) Stockton** and **Radio Santa Rosa, Santa Rosa,** both **California** (Action 2-10).

By Hearing Examiner Thomas H. Donahue on February 11:

On own motion, ordered that hearing now scheduled for Feb. 17 is continued to a date to be determined later and that a prehearing conference will be held on March 3 re am application of **Liberty Bcstg. Co., Liberty, Texas.**

By Hearing Examiner H. Gifford Irion on February 7:

Granted petition by **Western Nebraska Television Inc.** for leave to amend its application for new tv station to operate on ch. 13 in **Alliance, Nebr.,** to include within the application more complete data regarding the assets and method of financing construction, including a showing as to the financial qualifications of the numerous stockholders.

By Hearing Examiner Herbert Sharfman on February 10:

Ordered that hearing scheduled for Feb. 17 is continued to April 9 re am applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.,** et al.

By Hearing Examiner J. D. Bond on February 7:

Ordered that the Order After Prehearing Conference in proceeding on am applications of **Knorr Bcstg. Corp., Lansing, Capitol Bcstg. Co., East Lansing,** and **W. A. Pomeroy, Tawas City-East Tawas,** all Michigan, is corrected in two respects.

By Hearing Examiner Hugh B. Hutchison on February 7:

On own motion, ordered that a prehearing conference is scheduled for Feb. 18 re application of **WHAS Inc. (WHAS-TV, Ch. 11) Louisville, Ky.,** for cp to change trans. and ant. location.

By Commissioner T. A. M. Craven on February 7:

Granted petition by **Greenwich Bcstg. Corp., Greenwich, Conn.,** for an extension of time to Feb. 25 and March 11 to file exceptions and reply exceptions, respectively, in proceeding on its am application.

By Hearing Examiner Herbert Sharfman on February 6:

Granted joint motion by **Louisiana Purchase Co.** and **Signal Hill Telecasting Corp.,** applicants in **St. Louis, Mo.,** tv ch. 2 proceeding, for leave to amend application to effect consolidation of interests; accepted amendment to Signal Hill application; and retained both applications in hearing for appropriate disposition.

By Hearing Examiner Thomas H. Donahue on February 7:

Granted petition by the Broadcast Bureau for an extension of time from Feb. 10 to Feb. 26 to file proposed findings in proceeding on am applications of **Jefferson Radio Co., Irondale, Ala.,** and **Bessemer Bcstg. Co. Inc. (WBCO) Bessemer, Ala.**

By Hearing Examiner J. D. Bond on February 7:

Granted petition of **Philip D. Jackson, Weed, Calif.,** requesting that the further hearing be held at 9 a.m., Feb. 14, on his am application.

By Hearing Examiner Millard F. French on February 7:

Upon oral request of the Broadcast Bureau, and with the consent of all other parties, ordered that the time for filing proposed findings of fact and reply findings is extended from Feb. 10 and Feb. 19 to Feb. 17 and Feb. 26, respectively, in proceeding on am application of **Fernandina Beach Bcstrs. (WSIZ) Douglas, Ga.**

On petition by Cascade Bcstg. Co., the Commission on Feb. 6 extended the time for filing reply comments from Feb. 10 to Feb. 18 in tv rulemaking proceeding involving **Walla Walla, Wash.**

By Hearing Examiner Elizabeth C. Smith on February 6:

Granted petition by the Broadcast Bureau for an extension of time from Feb. 11 to Feb. 28 for filing proposed findings and conclusions and the time for filing replies thereto is extended to not later than 10 days thereafter in proceeding on am applications of **Wayne M. Nelson, Concord, N. C.,** and **Fred H. Whitley, Dallas, N. C.**

By Hearing Examiner J. D. Bond on February 5:

Issued order after prehearing conference in proceeding on am applications of **Knorr Bcstg. Corp., Lansing, Mich.; Capitol Bcstg. Co., East Lansing, Mich.;** and **W. A. Pomeroy, Tawas City-East Tawas, Mich.;** hearing of evidence shall be commenced on March 19.

By Hearing Examiner Charles J. Frederick on February 5:

Granted petition of **Golden Valley Bcstg. Co. (KRAK), Stockton, Calif.,** for leave to amend its am application to reflect specified changes in applicant's radiation pattern.

By Chief Hearing Examiner James D. Cunningham on February 5:

Granted requests of **Evangeline Bcstg. Co. Inc.,** and **Acadian Television Corp.,** applicants for new tv stations to operate on Ch. 3 in **Lafayette, La.,** to accept supplements to their pending pleadings in this proceeding. (Action 2/5.)

By Hearing Examiner Jay A. Kyle on February 3:

Ordered that a further hearing will be held on March 3 in proceeding on am applications of **Joseph M. Ripley, Inc., Jacksonville, Fla.,** and **Dan Richardson, Orange Park, Fla.**

Granted petition of **Carroll Bcstg. Co., Oak Grove, La.,** for leave to amend its application to specify 1280 kc, 500 w, D, and the application, as amended, is removed from hearing and returned to the processing line; and retained in hearing status application of **Humphreys County Bcstg. Co., Belzoni, Miss.**

By Hearing Examiner Elizabeth C. Smith on February 3:

Ordered that a prehearing conference will be held on Feb. 19 re am applications of **Albany Bcstg. Corp., Albany, Oreg.,** and **W. Gordon Allen, Eugene, Oreg.**

By Hearing Examiner Millard F. French on February 3:

Granted petition of the Broadcast Bureau for an extension of time for filing proposed findings of fact and conclusions from Feb. 4 to Feb. 14 and for filing reply findings from Feb. 9 to Feb. 19 re application of **Texas Technological College** for new tv station to operate on Ch. 5 in **Lubbock, Texas.**

By Hearing Examiner Annie Neal Huntting on February 5:

Ordered that a prehearing conference will be held on February 14 re am applications of **Arthur William Wilson** and **John Bozeman, Wichita, Kans.**

By Hearing Examiner Charles J. Frederick on the dates shown:

Upon oral request by counsel for **Rand Bcstg. Co., Tampa, Fla.,** and with the consent of all other counsel, including counsel for the Commission's Broadcast Bureau, ordered that the prehearing conference scheduled for Feb. 5 is rescheduled for 2:30 p.m., Feb. 6 in proceeding on Rand's am application, et al (Action 2/4).

Ordered that a prehearing conference will be held on Feb. 17 re am applications of **Binder-Carter-Durham Inc. (WAMM), Flint, Mich.,** et al. (Action 2/5).

By Hearing Examiner Basil P. Cooper on the dates shown:

Granted petition of **Springfield Television Bcstg. Corp.,** for continuance of prehearing conference from Feb. 4 to Feb. 7 re application of **Triangle Publications Inc.** (WNHC-TV, ch. 8), **New Haven, Conn.** (Action 2/3).

Issued order following second pre-hearing conference in proceeding on am application of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.;** evidentiary hearing will be held on Feb. 11.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of February 7

WABT Birmingham, Ala.—granted cp to change

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-3688
DENVER
1700 Broadway
AComa 2-3623

erp to vis. 316 kw, aur. 158 kw and make changes in ant. system.

WATR-TV Waterbury, Conn.—granted mod. of cp to change erp to vis. 24.5 kw, aur. 13.2 kw, change studio location to West Peak, Meriden, Conn., and change type trans.; waived Sect. 3.613 of the rules.

KRPC Houston, Tex.—granted mod. of cp to change type trans. and make changes in ground system.

The following were granted extensions of completion dates as shown: **WNYT-TV Buffalo, N. Y.** to 8-20; **WJIM-TV (Aux. Trans.) Lansing, Mich.** to 4-10; **KTES Nacogdoches, Tex.** to 8-20; **WNBC New Britain, Conn.** to 8-12; **WTPA Harrisburg, Pa.** to 5-10; **KVIP-TV Redding, Calif.** to 8-21.

Actions of February 6

KAYL-FM Storm Lake, Iowa—granted authority to operate trans. by remote control.

WOUI Athens, Ohio—granted authority to operate trans. by remote control.

Actions of February 5

Granted licenses for the following am stations: **WRSA Saratoga Springs, N. Y.; WHSM Hayward, Wis.; WBAB Babylon, N. Y.; WKTF Warrenton, Va.; KMAM Tularosa, N. Mex.**

KATL Miles City, Mont.—granted license covering installation of a new trans. as an alternate main trans. at main trans. site.

WGGG Gainesville, Fla.—granted license covering changes in ant. system.

WRTA Altoona, Pa.—granted license covering installation of a new trans. as an auxiliary trans. at present main trans. site.

KMFM Tularosa, N. Mex.—granted license covering change of ant.-trans., studio location and station location.

KCRE Crescent City, Calif.—granted license covering change in frequency.

WLBZ Bangor, Maine—granted license covering installation of a new trans. and operate trans. by remote control while employing non-directional ant.; and license to use old main trans. as an auxiliary trans. (Redescription of main trans. location).

WDOV-FM Dover, Del.—granted cp to use new type trans. and change erp to 2.8 kw.

WGKV Charleston, W. Va.—granted cp to install new trans.

WEQR Goldsboro, N. C.—granted cp to make changes in ant. system and change erp to 16 kw.

KRCC Colorado Springs, Colo.—granted cp to install a new type ant. system.

KSAN-TV San Francisco, Calif.—granted mod. of cp to change erp to vis. 16.2 kw, aur. 9.12 kw and change type trans.; ant. height 1090 ft.

WMFD-TV Wilmington, N. C.—granted mod. of cp to change type trans.

KAYL Storm Lake, Iowa—granted authority to operate trans. by remote control.

WHOM-FM New York, N. Y.—granted authority to operate trans. by remote control.

WDEB Gulfport, Miss.—granted authority to operate trans. by remote control.

The following were granted extensions of completion dates as shown: **WSUR-TV Ponce, P. R.** to 2-28; **WALO Humacao, P. R.** to 3-23; **WINR Binghamton, N. Y.** to 8-28; **WFLN Philadelphia, Pa.** to 6-20.

Actions of February 4

KFAL Fulton, Mo.—granted assignment of license to **Robert W. Nickles.**

WBCN Boston, Mass.—granted mod. of cp to make changes in trans. and ant. system and change ant. height to 490 ft.; conditions.

WSB-FM Atlanta, Ga.—granted extension of authority to remain silent for period ending 5-4-.

WIRB Enterprise, Ala.—granted extension of STA to operate specified hours: 5:30 a.m. to 3 p.m. week days and full time on Sundays for period of four months from 2-1.

Actions of February 3

KUED Salt Lake City, Utah—granted license for noncommercial educational tv station; erp visual 27.5 kw, aural 16.6 kw, ant. height 3050 ft.

Granted licenses for the following am stations: **WHYS Ocala; WPEG Arlington; WQXQ Ormond Beach; WYSE Lakeland; WEZY Cocoa; WHIY Orlando; WBIL Leesburg; WAVP Avon Park; WSDB Homestead; WRMF Titusville,** and specify type trans., all Florida.

KEAR San Francisco, Calif.—granted cp to replace expired permit which authorized increase in power, increase in antenna height, change location, install new type trans. and operate trans. by remote control.

WHMA Anniston, Ala.—granted authority to operate trans. by remote control while using nondirectional ant.

The following were granted extensions of completion dates as shown: **WELO Tupelo, Miss.** to 8-18; **WREA Alma, Ga.** to 4-15.

Action of January 31

WBCN (FM) Boston, Mass.—granted extension of completion date 7-29.

UPCOMING

February

Feb. 18-19: NAB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

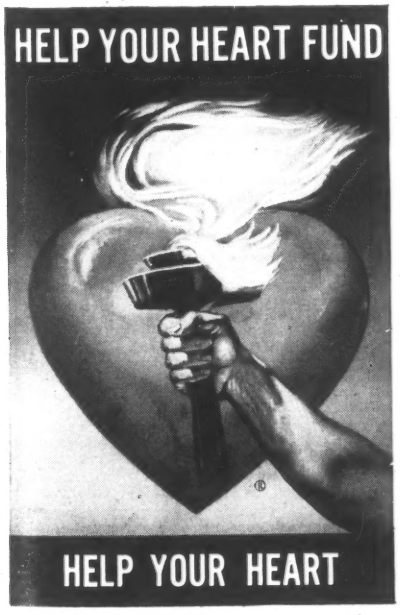
Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NAB Employer-Employe Relations Committee, NAB Hdqrs., Washington.

Feb. 28-March 1: Daytime Broadcasters Assn., St. Charles Hotel, New Orleans.



March

March 3-4: Southwestern Assn. of Program Directors for Tv, KVOO-TV studios, Tulsa.

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-15: West Virginia Broadcasters Assn., Charleston.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

March 31-April 2: American Institute of Electrical Engineers, Southwest District Meeting, Mayo Hotel, Tulsa.

April

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: Spring Technical Conference on Television and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: The Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 27-May 1: NAB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

THE COLLINS MAN IS HERE WITH YOUR RADIO STATION, SIR.

Everything you need to get on the air fast with the strongest, cleanest signal . . . from microphone to antenna. Collins is a single, complete source of broadcasting equipment.

Collins

CREATIVE LEADER IN COMMUNICATION

COLLINS

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Assistant manager wanted for new station in greater Pittsburgh area. Will be in operation in few weeks. Eventual promotion to manager assured. All applicants must have several years announcing experience; sales experience (not necessarily in broadcasting). Must be married, have car, must send tape, resume, photo with letter of application. Box 130D, BROADCASTING.

Sales

Good experienced radio salesman who can produce in highly competitive northeast Texas market of 60,000. Network 250 watter long established, modern programming, strong promotion with good list of prospects. $100.00 week guarantee against 15%. Excellent opportunity for advancement. Good character and business references required. Box 958C, BROADCASTING.

Radio salesman for number one rated music and news, fulltime 5 kw indie. Metropolitan Florida city in top 100 markets. Prefer young, married man. Send detailed resume and photograph. Box 110D, BROADCASTING.

Expanding chain with brand new station in greater Pittsburgh area needs complete sales staff. Will be high quality operation in single station market. Draw against commission. Excellent opportunity for former announcer with sales experience. Send photo and resume. Box 132D, BROADCASTING.

You'll see this ad just once. We're looking for a stable family man who has had the glamour of big time and now is looking for an opportunity to become part of a station in a smaller midwest market that offers unlimited financial returns for effort and abiilty. This man is a salesman first and sports man second. Emphasis on sales with play-by-play and sports reporting ability. Reply only if you fill all requirements. Send complete details first letter. Hold tape until requested. Box 168D, BROADCASTING.

Salesman for small Texas radio station. Good deal for right man. Box 176D, BROADCASTING.

Sales manager. Unusual opportunity for qualified local or national sales manager or account executive on way up to direct tv and radio sales, major network affiliation. Top organization, every facility, prosperous northeastern city. Sales promotion-advertising experience desirable. Must have successful record of retail, regional, national sales. Give full resume. Confidential. Box 215D, BROADCASTING.

Opening for one salesman with top-rated music-news independent. Good draw with solid potential for high earnings. Want man with proven record who wishes to move to bigger market. (500,000 metropolitan). Box 228D, BROADCASTING.

Radio salesmen desirous of earning over $200 per week. Must be free to travel. Box 5608, Nokomis Station, Minneapolis, Minnesota.

Have opening for experienced radio salesman. Liberal draw against commission. WBIG, Greensboro, N. C. Call or wire Allen Wannamaker, General Manager.

Experienced salesman, management opportunity. New daytimer, lucrative market. WBRD, Bradenton, Florida.

Opportunity for experienced, aggressive salesman with progressive music-news station. Guarantee. WCOS, Columbia, S. C.

Account executives. Two stable, experienced sales-executive type men for local radio-tv time sales department. $8,000 to $10,000 year potential. Write, Keith Oliver, Sales Manager, WJIM, Lansing, Michigan.

RADIO

Help Wanted—(Cont'd)

Sales

Radio salesman needed. Good deal and permanent job on one kw station serving 4 towns. Contact H. C. Gilreath, WVOP, Vidalia, Georgia giving full information.

Looking for experienced man for established radio station who can sell in a good wide-open market. $125 per week guarantee against 15%. Mail complete information to Bill Ewing, WTUX, Wilmington, Delaware.

Announcers

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

Expanding chain has immediate opening for experienced announcers at brand-new station in greater Pittsburgh area. Will be in operation in a few weeks. $90 to $95 per week to start, with regular raises and unusual opportunity for advancement into management. Minimum of 1 year experience required. All applicants must send tape, photo, resume with letter of application. Box 131D, BROADCASTING.

Breezy, gimmik minded, morning announcer. Must have top potential. Send tape, picture. Box 133D, BROADCASTING.

Smooth morning man with 3rd class ticket for live-wire 1000 watter in rural tidewater Virginia. Will consider experienced beginner strong on news. Tape, resume first letter. Box 144D, BROADCASTING.

First phone announcer for southeastern metropolitan station. Midnight til dawn deejay, 5 nights week—no maintenance. Salary 100 weekly. Send all information first letter. Box 160D, BROADCASTING.

Wanted: Announcer with first phone for all night deejay show; engineering secondary. No maintenance. Personality and newscasting talent are "musts". Salary open, commensurate with ability. Box 161D, BROADCASTING.

Wanted, experienced announcer with program director ability. Send tape and resume with salary expected. Box 179D, BROADCASTING.

California station wants warm, friendly announcer-personality who knows how to move merchandise via mike. Rush tape, pictures and complete details, including salary requirements. Box 188D, BROADCASTING.

Producer-announcer with imagination, ideas and the experience to back them up. Tell why you can fill the job! Send resume, salary requirements, tape, and picture. Box 189D, BROADCASTING.

5000 watt news music station has opening for announcer with production know-how. One hundred plus per week of course. Prefer family man. Reliability a definite requirement. Let's talk about salary and other details. Box 197D, BROADCASTING.

Northeast CBS radio and tv affiliate looking for a good staff announcer, primarily for a.m. Good salary for right man. Send tape and resume. Box 200D, BROADCASTING.

Negro dj—Large eastern metropolitan market, personality plus-live-smooth production. Must be a salesman, really pitch. Resume, tape, evidence pulling power. Box 206D, BROADCASTING.

Two dj's, one morning, one afternoon. Aggressive, independent, outskirts New York City. Both men must be thoroughly experienced in music, selection, and balance. Good base salary. Rush resume and tape first letter. Box 217D, BROADCASTING.

For better than average announcer-newsman, established kilowatter in pleasant, prosperous Illinois city offers better-than-average-situation as to pay, extra benefits and opportunity. Must be able to gather and write news, be sharp with general staff work, broadcast warm, friendly personality. Send tape, resume to Box 220D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas, needs experienced, mature announcer. Salary commensurate with experience, ability.

Announcer for early morning shift. Must be sharp on reading weather, markets, news and sports. At least two years station experience. First application by letter only. Do not send tape, Radio KCOL, Fort Collins, Colorado.

Announcer-salesman wanted. A few hours weekly on the board earns $400 per month and all sales over that make 15% commission. If you can't make $500 or more, don't apply. KGEN, Tulare, California.

KWKH, Shreveport, La., 50,000 watts CBS has opening for experienced staff announcer who knows folk music. Send tape and particulars to Program Director.

Immediate opening for announcer-salesman interested in future. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Announcer with first phone, WAMD, Aberdeen, Md.

WFRL, Freeport, Illinois, has immediate opening for experienced staff announcer. 48 hour week, overtime over 40 hours, paid vacations, free insurance, daytime operation. Write or call Bud Walters.

Announcer-engineer first ticket, news-music station. WSHE, Sheboygan, Wisconsin.

Technical

Immediate openings for 1st class engineers new station in greater Pittsburgh area. Kilowatt daytime directional station with good working conditions, paid vacation, good salary, time and half for overtime. Send resume of experience. Box 881C, BROADCASTING.

Transmitter engineer, no announcing. Car required. AM-FM station. Upstate New York. Box 981C, BROADCASTING.

5 kw radio station in south Georgia has immediate opening for combination engineer-announcer. Must have FCC commercial first radio telephone license. Excellent opportunity for advancement. Box 111D, BROADCASTING.

First class engineer, maintenance, good pay security for right man. Multi-station owner. All replies given immediate consideration. Box 218D, BROADCASTING.

Wanted: A first class engineer, announcer, good voice, strong on maintenance. No drifters wanted. Grow with a growing concern. Write Mike Donovan, Radio KANA, Anaconda, Montana, or call Logan 3-3443.

Immediate opening for chief engineer, with dj capabilities, on old established 5000 watt station. Must have car, only experienced man wishing to settle in wonderful northwest agricultural and wild life area will be considered. Good starting arrangements for right man. Write, wire, or phone Jack Goetz, General Manager, Radio KIT, P. O. Box 1222, Yakima, Wash. Phone GLencourt 7-8115.

Wanted first class engineer-announcer. Must be good announcer. Good salary. KTOE, Mankato, Minn.

Wanted: First class engineer with good announcing voice. 5 kw Georgia station. State salary requirements, include tape and picture. Send to: John R. Swann, WHAB, Baxley, Georgia.

First class engineer-announcer for kilowatt daytimer. Announcing shift and maintenance. Send resume, references, tape, or call Art Grunewald, WMNF, Richwood, West Virginia.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Accountant with experience in television who wants change from cold north to warm balmy south in climate excellent for arthritis, TB, etc. NCR machine and outside CPA make up monthly reports. Woman preferred but man acceptable. Salary $350.00 per month with raise if work satisfactory. If applicant can handle monthly P and L starting salary $500.00. Write Box 126D, BROADCASTING.

Newsman, radio. Gather, write, air local news. Wisconsin fulltimer. Splendid advancement opportunities. Box 194D, BROADCASTING.

Strong selling announcer desired by KWWL radio and tv Waterloo, Iowa. Opportunities unlimited. Send audition tape and complete information immediately.

Experienced and energetic disc jockey needed by KWWL, Waterloo, Iowa. Unusual opportunity. Send full information along with audition tape first letter.

Fine opportunity for a newsman with KWWL radio and tv Waterloo, Iowa. Want man who can report and write local news and do both radio and tv air work. Send full information and audition tape.

RADIO

Situations Wanted

Management

Manager available. Presently managing No. 1 Pulse rated music-news in eastern metropolitan city of nine stations always selling over $100,000. Agency contacts. Best industry references. Present employer reference. Box 150D, BROADCASTING.

Nine year background all phases. Will start in any capacity while future is rewarding for both of us. Box 212D. BROADCASTING.

Will invest substantial sum in, and manage station. Fifteen years radio experience. Reliable, resourceful, reasonable, ready. John Redwine, Morristown, Tenn.

Sales

10 years radio, sales, announcing, engineering. Stable operation west coast only. Present earnings plus $7,500. Box 996C, BROADCASTING.

Salesman-announcer. Mature. Primarily interested in selling for small station. Box 191D, BROADCASTING.

Radio account executive wants opportunity as commercial manager or sales slot national rep. 34, college. Box 223D, BROADCASTING.

Announcers

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Top dj, nationally known, have first phone but who needs it. Negro. Box 851C, BROADCASTING.

Attention sports minded stations. Exciting play-by-play sportscaster, dj. 5 years experience. Employed. Married. References. Box 112D, BROADCASTING.

Outstanding dj and newscaster 3 years experience radio-tv. Young and available immediately. Top references and tape. Box 155D, BROADCASTING.

Colored anonuncer-dj; excellent voice, strong on commercials. Versatile, all phases. Will travel anywhere, age 23. Available March 31. Box 156D, BROADCASTING.

Do sports of all sorts, need more dough as kids grow. Can't get it here. Will locate far or near. Box 158D, BROADCASTING.

DJ, staff announcer, beginner-SRT graduate, college education. Box 159D, BROADCASTING.

Man to gather, write, deliver local news. Sports play-by-play. Desires Arizona or California. Married, dependable. Box 162D, BROADCASTING.

Personality dj-salesman. Sells own top-rated show. Writes copy, services accounts. 28 years old married, two degrees, B.A. and L.L.B.; proven audience builder. Varied background. Knows all music. Strong ad-lib, rhyming intro, gimmicks, promotion, record-hop, mc work, etc. 200 famous voice tracks. Some tv experience. Available now. Send all information salary, type position etc. Top reference station and sponsors. Will also consider salesmanager or other executive positions. Box 163D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady-no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166D, BROADCASTING.

Newsman, J-grad, with outside practical experience. Will gather, write and deliver local news, edit wire and operate tape recorder. Experienced in sports and local government reporting. 23, single, Korean vet. Available April 1 or possibly mid-March. Optional: Preferred area west coast. Box 167D, BROADCASTING.

Negro deejay. Experiecned. Seeking permanent post day or night. Prefer midwest city, competitive market. Box 170D, BROADCASTING.

Country dj, personality. Have guitar, some sales, will go anywhere. Hard worker. Furnish good recommendation, neat appearance. Box 172D, BROADCASTING.

Have first phone. Want broadcast experience and learn board work and announcing. Can go anywhere. Will send tape. Box 178D, BROADCASTING.

Personality dj-salesman or tv. Experienced selling. Available immediately Phila.-Penna. vicinity only (100 mile radius). References, no tapes, personal interview. State best offer. Box 164D, BROADCASTING.

Announcer, 23, college degree, experienced, excellent voice, desires north. Box 180D, BROADCASTING.

Announcer, 3 years experience seeks permanent position in upper midwest. Prefer Wisconsin or Illinois and live audition. Box 183D, BROADCASTING.

Experienced d.j., 3 years, good commercial, knows music, family. Box 184D, BROADCASTING.

Announcer, now grossing $15,000 per year, looking for greener pastures. Box 186D, BROADCASTING.

Look, license, no maintenance, prefer greenbacks to peanuts. Some experience. Box 190D, BROADCASTING.

Thoroughly experienced staff announcer with four solid years radio and television wants Florida position. Tape, references, and resume immediately. Box 198D, BROADCASTING.

Announcer-salesman. Recent Washington, D. C. radio school grad. Mature, married. 11 years selling experience. Tape and resume available. Box 201D, BROADCASTING.

Energetic, ambitious, staff announcer seeks placement-progressive station in east. News, music, sports my forte. Experienced. Box 202D, BROADCASTING.

Versatile deejay, seven years experience, desires position with music-news operation. Production work with voices. Now with 10,000 watt midwest station. Can start in two weeks. Box 203D, BROADCASTING.

Morning personality and sports announcer looking for larger market. Available April first. Minimum $150 weekly. Tape, photo, resume, and survey results on request. Box 205D, BROADCASTING.

Announcer-dj, strong on news, commercials. Operate board. Tape available. Box 207D, BROADCASTING.

Congenial young announcer, excellent voice. Combination college, graduate. Immediate availability. Box 209D, BROADCASTING.

DJ experienced, "the kind you can hardly find". Married, young draft exempt, want to settle large market, good potential income. Available immediately. Box 210D, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained live commercial experience. Tape available. Box 211D, BROADCASTING.

Announcer, dj, excellent newscast, commercial, married, stable, five years experience, three years with present employer, wants position with responsibility, future at progressive station. Write Box 213D, BROADCASTING.

Radio school grad, married "light on experience, heavy on potential". Salary second to opportunity. East preferred, tape, and resume on request. Box 216D, BROADCASTING.

Successful deejay, five years experience includes successful nightly show in market of 150,000, selling, promotions, live teenage hops. Friendly, affable personality makes friends easily and frequently, wants bigger opportunity, spelled "money". Box 219D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ looking for employment larger market. Preferably 150 miles N. Y. C. Box 227D, BROADCASTING.

Good straight announcer (no "hillybilly accent") wishes to do c&w deejay work. Thorough knowledge of country music. First phone. No maintenance. Box 171, Maumee. Ohio.

Radio-tv mc desires position in New York City. 5129 Auckland, North Hollywood, Calif.

Pacific northwest only, first phone, radio and tv, 3 years experience. Immediate permanent placement. $90 minimum. Gary Defreese, 7265 Franklin, Hollywood, Calif. HOllywood 4-2461.

Want staff announcing job radio and/or tv. Young, ambitious, some experience. Married. Midwest preferred. Skip Haynes, 13240 So. Ave. F, Box 915, Chicago 33. Mitchell 6-2029.

Disc jockey, 2 years experience in major market, college grad, studied announcing under Pat Kelly, tapes, references available. Married. Harvey Moore-NBC Room 253, N. Y., CI. 7-8300, Ex. 2151.

Experienced announcer and control man, go anywhere, available now. Frank Mrowicki, 626 Union Street, La Salle, Illinois.

15 years experience, proven ability, showmanship. Friendly funnyman with best of references, ratings, sales results. Theron Shreve, ED-28145, Lansing, Michigan.

Technical

Chief engineer or assistant. Experienced. (No tobacco or alcohol.) Write Box 984C, BROADCASTING.

Employed chief wants position as chief, 4 years experience. Have installed new equipment, own car and have announcing ability. Available immediately. Box 105D, BROADCASTING.

Young man with first phone desires position with small radio or television station. Former electronics instructor. Able and willing to learn. Prefer Pacific or Gulf coast but will consider anything. Box 192D, BROADCASTING.

C.Q. Ohio valley area. This is W8AXU, a technical school graduate with first fone. Would like permanent position offering a stable future. Box 204D, BROADCASTING.

Young personality dj with ideas, gimmicks, and experience. Technical and construction background. First phone. Presently employed. Married. Prefer Florida, but will consider others. Box 226D, BROADCASTING.

Engineer 1st class, with 9 years experience, in all phases of broadcasting, chief engineer 5 years. Have own testing equipment, would like position as engineer and salesman. Straight salary as engineer plus commission. Locate anywhere Texas, Louisiana, Arkansas, or Colorado and Oklahoma. Write 708 Linwood, Hot Springs, Arkansas. Or call NA. 4-2450.

First phone, inexperienced, available immediately, prefer southwest. O. J. Cunningham, Cameron, Texas.

Combo, 1st phone, $85, no car. Berkshire 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Write to Bill Richerson, WAJR, Morgantown, West Virginia for a personal interveiw in the Frisco, California area, after March first. First phone, car, announcing experience.

Production-Programming, Others

Experienced music librarian and news researcher with top dj's. Recently completed effective speaking course. Slight cerebral palsy handicap. Resume, references upon request. Box 125D, BROADCASTING.

Have experience, will travel. News director, currently employed community of 40-thousand, looking for permanent position in larger market. Six years with present employer who has been given two-months notice, effective April 1st, and who knows of this ad. Box 138D, BROADCASTING.

Can write: copy, continuity; cover local news and edit wire copy (have local 15 minute weekly news show-regular job in business), and have programming and business sense. B.S. Journalism, radio major, vet, married, 30, some newspaper experience, 3 years business. Want challenge in definite radio/tv growth situation. Can announce, if necessary. Box 157D, BROADCASTING.

Aggressive, young newsman desires radio news director's position. 14 years practical experience, gathering and intelligently airing news. 4 years news director of midwest metropolitan station. College, best of references. Married, 3 children. Box 182D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Two newsmen seek change. Total 21 years experience radio-tv. College grad. Strong local coverage and editorial writing. Newspaper experience. Currently working half-million market. Want broader operation and larger market. Experts, fully qualified to run your news department. Box 185D, BROADCASTING.

Newsman. Gather, write, and air news or sports. Experience in Chicago. BSJ and MSJ Degrees. Box 199D, BROADCASTING.

USED EQUIPMENT

	Price
Collins 300G, 250-watt transmitter, less tubes	
—as received on trade-in, not tested	$1,395.00
—reconditioned and tested	1,695.00
RCA BT1AL, 1000-watt transmitter, less tubes	
—as received on trade-in, not tested	2,400.00
—reconditioned and tested	2,895.00
J1-108 Clarke phase monitor, 2-tower, traded in from station gone non-directional	300.00
GE Model 4BC-1A1 speech console. This is the large job. Has been completely reconditioned and power supply rebuilt	795.00
Ampex 401 tape recorder. Sent to Ampex for overhaul. Good buy	345.00
Magnecord PT6AH recorder/playback unit only. Fair shape. Worth the money for spares	75.00
Presto T-18 three-speed turntable with shaded pole motor. Used very short time	49.50
General Radio 732B noise and distortion meter with 732P1 range set. This is an old one but performs and a good buy for test purposes. The pair	95.00
Brand new! A pair of Magnecord PT63A2HZ recorder/playbacks and a companion pair of PT63JX amplifiers in portable cases. Regular net for recorder and amplifier, $840.00 each	
close-out each	588.00
for both pairs	1,150.00

TERMS: 25% with order. Balance on delivery. Write, phone or wire:

Paul Timpe
Gates Radio Company
Quincy, Illinois
Tel. Baldwin 2-8202

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced copywriter. Available immediately. Would like west coast if possible, but will answer all replies. Sample copy on request. Box 214D, BROADCASTING.

Experienced pd, 7 years radio, all phases. TV commercial, news. 32, married, family. Prefer Wisconsin, Minnesota, Illinois, consider others. Box 224D, BROADCASTING.

Commercial copywriter with 7 years experience in radio and tv. Ellis Babcock, Box 55, Orwell, N. Y. Pulaski 816W.

Top news director available due to economy cut. Have received many awards including twice winning RTNDA award for most outstanding radio operation in North America. Now employed with one of nation's most respected radio chains. Present employers eager to give high recommendations. Live, breathe, eat news. Guaranteed to give you top news operation no matter where the market. Contact Harvey Tate, 401 West Lynwood, San Antonio, PErshing 2-4603.

TELEVISION

Help Wanted

Management

Manager needed for radio and television station in Austin, Minnesota, with proven record, rich market. Exceptional opportunity. Send full details to Station Manager, KWWL, Waterloo, Iowa.

Announcers

TV announcer in strong vhf two-station market to handle all types of programming. Must be commercial and must have tv experience. Send photo, tape and background material to Program Director, WHIO-TV, Dayton, Ohio.

We are looking for an all-around staff announcer who has the appearance for on-camera work as well as a strong booth man. This is a large NBC basic station on the east coast. Call Program Manager, WXEX-TV, Petersburg, Va., RE 3-7876.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Production-Programming, Others

TV copywriter, experienced. Opening for creative, sales-minded writer. Must be able to handle administrative details, will consider experienced radio writer. Air mail sample copy, complete resume, references. Program Director, KOMU-TV, Columbia, Missouri.

TELEVISION

Situations Wanted

Management

Top producer in highly competitive prime eastern market for past four years in local and regional sales now looking for more responsibility. Present employer will give top references. Young, married and primarily interested in management future. Box 142D, BROADCASTING.

Ten year profit making record sales manager/general manager, established reputation. Now employed sales manager major market vhf-tv/radio. High personal billings. Desire manager/sales manager radio or tv. Thorough experience quality background. Stable family man. Bonafide personal reason only this inquiry decision. Must be confidential. Box 193D, BROADCASTING.

Sales

Sales background, references, photo mailed immediately. $225 minimum. Write Box 892C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced, young, handsome, radio announcer wants tv. Excellent voice, travel. Box 987C, BROADCASTING.

Radio know-how? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 165D, BROADCASTING.

Technical

Engineer, 1st phone, desires permanent tv position, experienced am-fm-audio. 2 years ALTEC field engineer. 29, family, college. Box 225D, BROADCASTING.

Production-Programming, Others

Newsman. 10 years television and radio with best news operations Know how to beat opposition. Want director or will take good staff job. Box 997C, BROADCASTING.

Production assistant, five years experience in all phases of television and film production, will relocate. Box 173B, BROADCASTING.

Cameraman, assistant director, floor supervisor, two years experience with top western and upstate New York stations. Veteran with college, television school, newspaper background. Best references. Box 175D, BROADCASTING.

Looking for an experienced tv personality to handle women's programs, write copy, general announcing, gal-Friday work? Former Power's model, women's director in metropolitan tv station seeks position with station boasting imaginative executives who need fresh talent to bolster ratings. Personable, attractive. Hours no problem, reasonable salary. Now employed but personal reasons mandate change. Personal interviews desired. Box 187D, BROADCASTING.

Able, young writer-producer-director. Creative, impeccable taste. Wide experience in legit, tv, industrials. Box 195D, BROADCASTING.

Top news department available to station in city of 100,000 or more with signing of experienced but young and aggressive news director. College graduate. Presently employed. Experience includes wire service, news and program directing, announcing. Box 208D, BROADCASTING.

Young executive, 12 years major market experience all phases radio-tv wants challenging opportunity with progressive western station! Box 221D, BROADCASTING.

Marry television and live happily ever after. That's my aim. TV production graduate that can qualify as cameraman, boom man, traffic and stage manager. Will have first phone by April. Salary second to opportunity. Will locate anywhere. Resume, picture. Box 222D, BROADCASTING.

We must let man go in economy wave. He is announcer, director, knows production, news, studio, remote, familiar with sales. Highly recommended. Needs job right away. Contact Program Manager, WTVP, Decatur, Illinois.

FOR SALE

D.J.'s—New original comedy material, record intros, skits. Vol. I, $1.00. SPOT Productions, 175 Lakeshore Dr., Lake Hiawatha, N. J.

Stations

For sale 500 watt daytime radio station. Exclusive 30,000 population county market in central Texas. Box 169D, BROADCASTING.

Gulf south, small market station, $35,000. Chapman Company, 1182 West Peachtree, Atlanta.

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Middle Atlantic, major market, $50,000 down to responsible party. Chapman Company, 17 East 48th, New York.

Upper south, medium market station, $150,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

New York state, medium market, $375,000, terms. Chapman Company, 17 East 48th, New York.

Profitable fm station, large Florida market, $100,000 terms. Chapman Company, 1182 West Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Profitable southeast medium market station, $75,000 terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

1957 GMC air-conditioned remote television truck, like new. Equipped with 2 RCA camera chains. Will sell fully or partially equipped. For details write Box 824C, BROADCASTING.

Three-year-old Kensol Hot Press, prints beautiful opaques, titles, ID cards, balops, and signs; prints on acetate; no messy ink to use, simple to operate; same type used by all three major networks; like new, $400. Box 990C, BROADCASTING.

Used Lambda-Link, 1. watt system complete like new. $4,800.00. P.O. Box 569, Canoga Park, Calif.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 14"-$215.00, 17"-$219.00, 21"-$259.00. Factory direct sales. Why pay master monitor prices for your utility requirements? Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

AM radio tower-self supporting, 178 feet high. Now located on 3-story building. Can be easily dismounted and re-erected. Will give good service for many years. Bargain priced. Write or phone John Stauffer, Kansan, Kansas City, Kansas.

Three tv towers I-300' I-400' I-450'. U. S. Tower Company, 405 Union Trust Bldg., Petersburg, Va.

Immediately available, 4 Dage broadcast vidicon cameras, 2 Dage switchers, 3 Dage portable cync generators, 1 RCA TA-15 special effects amplifier WP 33B power supply, 14-17" Setchell Carlson video monitors and other video accessories. WDC Corp., 11531 Hamilton, Detroit 2, Michigan. Phone TOwnsend 5-1122.

WANTED TO BUY

Stations

Stations wanted. New Mexico, Colorado, Oklahoma, Arkansas, Missouri, Kansas, Texas, Ralph Erwin. Broker Tuloma Building, Tulsa.

250 w to 5 kw am broadcast station. Buy direct, no brokers commission. Gary L. Fisher, 801 Lake Avenue, Storm Lake, Iowa.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Equipment

Wanted—1 watt portable microwave equipment. Box 148D, BROADCASTING.

Wanted: Used Ampex recorders. Box 760C, BROADCASTING.

Will pay cash for used frequency monitor in working order. Box 177D, BROADCASTING.

Wanted 3⅛", 7⅛" or 15⅛" transmission line, any length. R. F. coils, lighting chokes, sampling line chokes, 4" R. F. ammeters and switches, mica or vacuum capacitors (6 kv and up), weather proof housings. State prices and quality, first letter. Box 181D, BROADCASTING.

Interested in portable microwave remote gear, 1 watt only. Box 149D, BROADCASTING.

FM transmitter: 250W, 1 or 3 kw with monitors. Prefer GE or RCA. Box 221, Lebanon, Tennessee.

MISCELLANEOUS

Wanted—present address and employment of Jack Freeborn, Newscaster, formerly of WMRI, Marion, Indiana.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 5, May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

ACCOUNT EXECUTIVE

Immediate opportunity for experienced salesman 35 or under. CBS affiliate Washington Post O & O, large staff and facilities, Florida's second market. Guarantee—15% commission.

Contact:

Sid Beighley, WMBR, Jacksonville

Announcers

WANTED IMMEDIATELY

3 Experienced Announcers to work in coastal New England.

Must be: Good workers who will take aggressive interest in their job and station; thoroughly experienced and able to project personality on the air but always within framework of station policy.

Salary open to men who can meet requirements. Send photo and tape.

Box 777C, BROADCASTING

Want to be the biggest
M orning
M an in
M iami?

***Can* you be? Then the Storz Stations want you for way-out-front WQAM. Aside from the pleasure of working with some of America's brightest radio people, you can expect top pay, maximum opportunity, ideal work conditions, and, of course, Miami's wonderful climate.**

Rush your tape to:
BILL STEWART, Director of Programming, The Storz Stations • 820 Kilpatrick Bldg., Omaha, Nebraska

Situations Wanted

Having trouble with your farm programming? If you have a regional radio station in the midwest, west of the Mississippi, I have a money making record for you to consider. Contact immediately,

Box 196D, BROADCASTING

TELEVISION

Situations Wanted

Management

Job Wanted by Man with Record . . .

. . . a past record of over 20 years experience as a program-production manager in the theater, radio and television.

I'm in my 40's.

I have been associated with quality operations in the Midwest including KRNT (Des Moines) and WCCO Television (Minneapolis). I have changed positions for advancement; never because of disagreement with management.

I am qualified — through my experience and ability — as an assistant manager in radio or television — or as production-program manager. Will gladly furnish rundown of experience and list of employers including the one I just left.

CHARLES D. (Chuck) MILLER
301—5th Ave., No. Hopkins, Minn.
Telephone: WEst 8-4621

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS APPRAISALS MANAGEMENT FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1733 Broadway, N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

'56 CANADA FINANCES REVEALED

- **First time figures: radio indies gross $39 million, tv $13 million**
- **CBC-TV in red $1.7 million; CBC radio gross $15.1 million**

For the first time figures for the entire Canadian broadcasting industry are available as to revenue and expenditures. The material was gathered by the government's Dominion Bureau of Statistics, Ottawa, and shows that 160 independent Canadian radio stations in 1956 had a total gross income of $39,001,495 and total expenses of $31,969,323, leaving a net income of $7,032,172. Last year's figures will not be available till late in 1958.

The government's Canadian Broadcasting Corp. figures also were released and showed gross income of $15,189,124 for its radio operations and expenses of $14,986,825, with a net income of $202,299.

A total of 27 independent television stations were reported in operation in 1956 with gross income of $13,008,951 and total expenses of $11,582,936, leaving a net income of $1,442,553.

The CBC's tv operations in the year showed a gross income of $43,420,465 and total expenses of $45,183,976, leaving a deficit of $1,763,511.

The report breaks down data on independent radio and tv stations by regions and network affiliations. In the province of Ontario, 52 radio stations had a net income of $2,830,296; 37 radio stations in Quebec province had a net income of $1,443,528; in the four Atlantic provinces 22 stations accounted for a net income of $507,514; in the three prairie provinces 31 stations had a net income of $1,571,202, and on the west coast British Columbia's 18 stations had a net income of $679,632.

In television, the five independent stations in the three prairie provinces showed the highest net income, $745,795; 13 stations in Ontario had a net income of $498,733; four stations in Quebec had a net income of $135,325, and five stations in the four Atlantic coast provinces had a net income of $62,700.

There were 64 radio stations of a total of 160 independent stations which had no network affiliations in 1956 and these 64 had a net income of $3,450,823 out of total net income of $7,032,172 for all independent stations. The 28 stations on the Trans-Canada network had a net income of $1,137,965, the 46 on the Dominion network had net income of $2,084,503, and the 22 stations in the French-language network had net income of $358,881.

The report also breaks down independent radio and tv station earnings by revenue groups. There were 50 radio stations with revenue each under $100,000, 55 with revenue from $100,000 to $200,000, 20 stations from $200,000 to $300,000, 10 stations from $300,000 to $400,000, nine stations from $400,000 to $500,000, 10 stations from $500,000 to $1 million, and six stations with gross revenue of over $1 million each.

The same breakdown for independent tv stations shows five with less than $200,000 each, 10 with revenue from $200,000 to $400,000, five with revenue from $400,000 to $700,000, four stations in the $700,000 to $1 million class, and three with revenue of over $1 million each. It is of interest to note that the groups with gross income under $400,000 on an average operated at a deficit.

The report includes a table of expenditures for the entire industry, both CBC and independently-owned radio and tv stations, which shows the average number of employes during the year at 6,796 for radio and 3,702 for tv stations, with total salaries of $40,115,689, and total artists' fees of $10,525,260.

Australian Television Booming, Says Government Radio-Tv Head

Television is booming in Australia with more than 100,000 sets sold to consumers last year to bring the total circulation to 220,000-plus, acording to Charles Moses, general manager of the government-operated, noncommercial Australian Broadcasting Commission, who stopped in New York last week on the final leg of a four-month world tv inspection tour.

MR. MOSES

He said Australia's four commercial tv outlets are very similar to those in the U.S. and major American firms are advertising on them. ABC operates two stations, one each in Melbourne and Sydney. Set distribution is about even between these cities and is now at 18-20% saturation, Mr. Moses said. Tv saturation in that country will hit 75% in about 10 years, he predicted. Radio set saturation now is 98%.

Mr. Moses said ABC has invested about £3 million ($6,690,000) in its new studio facilities and plants under construction in both cities and will invest another £1.5 million ($3,345,000) in prospective stations at Brisbane (to be completed late 1959), Adelaide, Perth and Hobart. Competitive hearings also are to be held soon to award commercial station grants for these cities, he said.

The ABC manager said he has been buying films in both Britain and the U.S. and has purchased such series as *Lassie, Wells Fargo, Robert Cummings* and *Guy Lombardo*. ABC presently runs 40% live on a limited schedule, chiefly 7-11 p.m. daily with brief daytime segments, but hopes to extend this to a continuous 2:30-11 p.m. schedule soon with an eventual 60% live ratio.

He predicted commercial tv will catch on increasingly in Europe, based on his observations there, since merchant groups will demand expansion of limited commercial announcements allowed on some government operated systems and which have proven successful. The commercials all are squeezed into a single half-hour period, for example, he said, in Italy.

Asked about color tv in Australia, where sets are manufactured locally, Mr. Moses replied, "I imagine the manufacturers will follow the trend elsewhere and will want to exploit the black-and-white market before moving into color."

Canada Tv Set Sales Down In '56; Radio Up Slightly

Sales of television receivers in Canada totaled 470,823 for 1957, compared with 612,871 in 1956, according to Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto. Highest sales were in October when 70,537 sets were sold. Most sets were sold in Ontario which accounted for 175,007 of the total, with Quebec accounting for 123,106 sets and the other eight provinces for the remaining 172,710 sets.

Radio receiver sales in 1957 were up slightly over the previous year, with 577,930 sets sold in 1957 as compared with 577,205 in 1956. Portable receiver sales were up in the year to 57,700 from 43,380 in 1956. Automobile set sales were down in the year to 122,908 from 130,435 in the previous year. Ontario buyers accounted for almost half the radio sets sold, totaling 265,932 receivers, while Quebec accounted for 135,500 receivers, and the rest of Canada for the remainder.

3.89 Million Canada Households Have Radios, Government Reports

In Canada's 4,055,000 households last May 3,894,000 had radio receivers, 2,536,000 had television sets and 3,084,000 had telephones according to a survey report of the Canadian government's Dominion Bureau of Statistics, Ottawa. The organization makes such checks on household facilities annually.

The breakdown shows that of 3,894,000 households with radio sets, 2,894,000 had one receiver, 739,000 had two and 188,000 had three, while 73,000 had more than three.

Of the 2,536,000 tv households in Canada, 2,464,000 also had radio receivers.

There were 2,435,000 households with automobiles at the time, and of these 2,200,000 had one car—963,000 with radios. A total of 235,000 households had two cars—175,000 with car radios.

BBM to Elect at March 31 Meet

The annual meeting of the Bureau of Broadcast Measurement, Toronto, is to be held March 31 at the Mount Royal Hotel, Montreal, in the form of a luncheon during the annual convention of the Canadian Assn. of Radio & Television Broadcasters. The meeting will be for the election of officers, report on operations, and to answer questions from the floor on recent developments in the BBM audience survey method.

ABROAD IN BRIEF

OLYMPIAN REACH: Prentice Hale, organizer of the 1960 Winter Olympic Games at Squaw Valley, Calif., has promised Europeans live television coverage of the event. In Austria earlier this month for the Alpine ski races, Mr. Hale said 40 million Europeans probably would get the pictures through a special signal bouncing process. If this fails, direct coaxial cables will be used, he told a press conference.

JAPANESE SIGHTS SET: Japanese manufacturers have put their tv production goal at a million sets for 1958. At yearend the country reported 630,000 sets, a figure increasing by 30,000 a month.

BASIN BLACKED OUT: Police have silenced the Saar's commercial television station, Tele-Saar, by closing the transmitter. Tele-Saar and its commercial radio adjunct, Europe No. One, have been operating under a cloud since the Saar Basin lost its independent status and came under West German jurisdiction. Bonn's Postal Ministry ordered the raid on Tele-Saar's transmitter on grounds that it has no assigned frequency. The fate of Europe No. One presumably is being decided currently.

SET BOOM LOWERS TAX BOOM: Austria, after postponing a tax on television sets until the new medium caught on, made its first collections this month. The tax is roughly $6 a year, collectible bi-monthly on a pattern like that of the radio receiver license, which has financed the Austrian non-commercial radio system for some time. Authorities thought the time was ripe for taxes on tv sets when 30,000 were reported sold. The Vienna government believes that a levy can no longer stand in the way of tv development.

WANT MORE FOR THE MARK: West German brand-name advertisers have joined for an all-out analysis of commercial radio audiences. The survey is handled by Demoskopisches Institut, a small research service at Allensbach. The analysis is to be based upon a total of 10,000 interviews (the usual is 2,000 in the small West German market).

Commercial radio is a part-time affair for non-profit radio stations in West Germany, with no private stations in operation. Most of the radio advertising is shifted to off-peak listening hours by stations. As there is no competition between different stations (each of them has an assigned coverage area), advertisers using radio in Germany have only a take-or-leave-it choice. The new survey is expected to produce some data that might prompt monopoly stations to reappraise rates.

CANDIDATES AND CAMERAS: A February tv appearence by three candidates seeking a House of Commons seat has been reported as unprecedented in British politics. Conservative, Labor and Liberal aspirants from Rochdale, a cotton mill town near Manchester, discussed issues in a half-hour show, which also presented film and vote opinions. The milestone was reached after long deliberations of the separate parties, according to observers.

CENSOR'S CENSUS: During 1957 the Australian government censorship division at Sydney viewed more than nine million feet of 16 mm film imported from all sources for use by Australian tv stations, it was reported in the U.S. by Charles Michelson Inc. Of this amount, 75% was from the U.S., 18% from Great Britain and 7% from other countries. Only 25 films from the total U.S. import were censored in part and nine rejected completely, the report said.

'Liberty' Honors 6 Tv Stations

Liberty magazine, Toronto, made its first annual showmanship awards to six Canadian television stations: CFRN-TV Edmonton, Alta., for best interview shows; CJON-TV St. John's, Nfld., best news presentation; CFPL-TV London, Ont., best public service shows; CJLH-TV Lethbridge, Alta., best children's show; CHCT-TV Calgary, Alta., best showmanship promotion, and CKCO-TV Kitchener, Ont., best local programming.

CBC Allots 24 Tv Quarter-Hours, 9 Hours of Radio to Politicians

Before Canadians go to the polls for the second time in a year on March 31 to elect a federal government, free time is being made available to candidates of all four major parties on both radio and television networks.

CBC has worked out an arrangement whereby there will be 24 quarter-hour periods on the national tv network, with eight periods going to the Conservative Party which formed the government after last June's election, seven to the Liberal Party, largest opposition group, five to the socialist Co-operative Commonwealth Federation (CCF), and four to the Social Credit Party.

On the national radio networks there will be nine hours of free time in quarter-hour periods, with 12 periods going to the Conservatives, 11 to the Liberals, seven to the CCF, and six to the Social Credit Party.

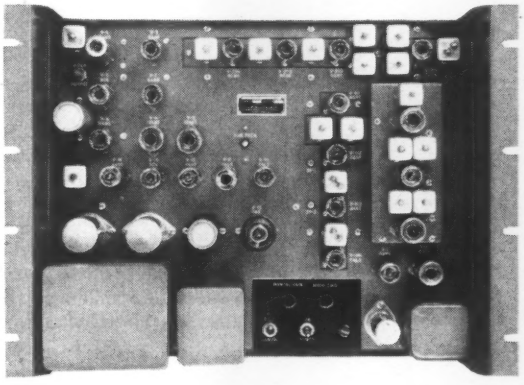
In addition 12 quarter-hour periods of free time go to each party for use of candidates on local CBC stations, while independent stations sell political time.

Supreme Court Sets CBC Case

CBC's request for exemption from prosecution under the Canadian Lord's Day Act will be heard before the Supreme Court of Canada in the near future following a judgment of the Ontario Court of Appeal recently refusing the CBC's request for exemption. Announcement of the Canadian

NEMS-CLARKE MODEL TR-1

WOAY KXJB
KLEW KZTV
KVOO KFBC
KIDO WABI
WGBS KMID
WDMJ KNOX
KVAL WFLB
WICA WNBF
KLIX WFAM
KFXJ KDLO
CMQ WKSN
KSTF KGUL
KTRE WSPD
KDRO KVEC
KBES WIRI
WRTV WKBN
KIMA WGBI
WWTV WBOC
WGLV KSBW



TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE CO.
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

UP AGAIN!
the coverage you get with
WHTN-TV
the SELLibrated station of the
GOLDEN VALLEY...
(Central Ohio)

UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!

UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Charleston!

UP 32.4%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!

With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to

WHTN-TV
CHANNEL 13
A COWLES STATION · ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

you can bank on it . . .
you'll save twice as much
with ORTH$AVER
like KSLA-TV SHREVEPORT, LA.
SHREVEPORT TELEVISION CO.
call or write
VISUAL ELECTRONICS CORP.
342 WEST 40 ST., NEW YORK 18, N. Y.
LO 4-0518

INTERNATIONAL CONTINUED

Supreme Court's decision to hear the CBC's appeal was made at Ottawa Feb. 3.

The CBC, as a government-owned corporation has argued before lower courts in the province of Ontario that it should be exempt from the Lord's Day Act, under which it was charged last March along with CKEY Toronto and three Toronto daily newspapers. The charges were based on gathering and dissemination of news on Sundays, felt by the Ontario government and the Lord's Day Alliance to be outside the works of necessity permitted under the 50-year-old legislation. Until a decision is handed down on the CBC's appeal charges against CKEY and the three Toronto dailies cannot be heard by the Toronto court.

CBC at Quarter-Century Mark

Government radio broadcasting in Canada is now 25 years old. The Canadian Radio Broadcasting Commission was formed early in 1933 and was replaced in 1936 by the present Canadian Broadcasting Corp. Of the more than 6,000 persons now employed by CBC only 34 were in at the beginning, including E. L. Bushnell, assistant general manager; Walter E. Powell, commercial manager; Dick Claringbull, manager, CBX Edmonton, Alta.; H. F. Chevrier, supervisor of sales promotion, and D. G. McKinstry, chief architect.

CARTB Sets Tv Workshop March 31

A television workshop will be held and facts about Canadian television will be unveiled at the Mount Royal Hotel, Montreal, on March 31. The workshop is sponsored by the Canadian Assn. of Radio & tv Broadcasters, which has invited all advertisers and advertising agency executives in Canada and many in the U. S. to attend. Tv is now 5½ years old in Canada and data has been amassed on who is looking at programs, hours of viewing daily, times stations, tv costs as a medium in Canada and other information of interest to advertisers and potential advertisers. The tv workshop is free for those invited and advertisers and agency men will have an opportunity to see owners and managers of Canadian tv stations at the meeting.

CKAC Sells Time by Audience Size

CKAC Montreal, Que., has embarked on a new method of selling evening time to advertisers who want to reach a general consumer audience.

Under the plan, CKAC undertakes to place programs and spot announcements for an advertiser who will spend a definite sum with the station. Times for commercials will be arranged to catch the largest audience, with the station choosing the times.

At the end of the contract period the advertiser receives a schedule of when his commercials were broadcast and the Bureau of Broadcast Measurement audience figures for those periods. The station is free to use any times, day or evening, so long as it delivers the mass audience the sponsor desires, at a cost of $1 per thousand listeners.

IN PUBLIC INTEREST

TELETHON FOR DIMES • WHTN-TV Huntington-Charleston, W. Va., raised more than $8,000 for the Kanawha County March of Dimes campaign in a 23-hour telethon Feb. 1. Guest acts from the Cabell County and Kanawha County area spurred contributions from viewers who telephoned in their pledges to the studios in Huntington.

WALK-A-THON FOR DIMES • KIOA Des Moines d. j. Frosty Mitchell thawed out in a local hospital two weeks ago after he completed a 40-mile hike through subfreezing temperature and 4½ inches of snow to benefit the March of Dimes. Mr. Mitchell had promised on his show to walk one mile for each $100 pledged by his listeners. The contributions totaled $3,997 as he crossed the finish line 11½ hours after starting out from Ames to Des Moines. More than 1,000 people waited by the highway to shake his hand and make pledges. KIOA mobile units covered the hike and correspondents from the wire services also followed his progress.

DIVES BRING DOLLARS • WTMC Ocala, Fla., received more than $2,000 in pledges for the March of Dimes during an 80-hour broadcast from a glass bottom boat anchored in the middle of Florida's Silver Springs. Two announcers on WTMC, Ken Brown and Bill Conover, started the marathon Jan. 26 at 4 p.m. and finished at midnight Jan. 29. For each $10 donation one of the men dived into the water from a 30-foot tower on top of the boat. The two took turns at the microphones.

POLIO TELETHON • WITN-TV Washington, N. C., received $11,500 in pledges for the March of Dimes during a 14-hour telethon Jan. 25-26. The entire staff of WITN-TV donated their services for the 14-hour stretch.

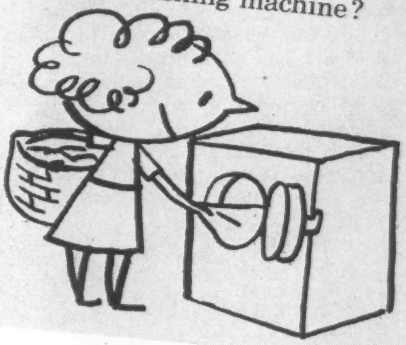
ALERT SAVES FIVE • WOOD-AM-TV Grand Rapids, Mich., received a call Feb. 5 from the owner of a gas station giving an urgent warning to five people who had purchased fuel oil from him that day. The oil had become contaminated with hi-test gasoline. WOOD and WOOD-TV interrupted all programming with a series of emergency messages. Four of the people called the gas station 20 minutes after the first message and the fifth customer returned his purchase after another 20 minutes.

NORTH OF THE BORDER • KVOS-TV Bellingham, Wash., showed a picture on a newscast Jan. 28 of a missing woman after Bellingham police had asked all the area residents to help in the five-day-old search. Within 40 minutes after the newscast the woman called the police from New Westminster, B.C., and told them she had heard the appeal on KVOS-TV.

TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

Which would you give up?

1. Your washing machine?



2. Your refrigerator?

3. Your furniture?

4. Your television set?

Suppose all your home's furnishings were destroyed. Is the amount of insurance you carry on your household contents enough to cover the loss? If not, which items would you be forced to do without?

When you need advice about insurance, ask your independent local agent or broker. He can help you decide just how much insurance you need on your home and its contents as well as on other property you own.

When you buy insurance, insist on Stock Company Insurance. It's known for *quality* protection, with *full-time* service. **And remember: If you're not *fully* insured—it's not enough!**

NATIONAL BOARD OF FIRE UNDERWRITERS *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.

CAPITAL STOCK Standard protection COMPANY INSURANCE

as impossible as trying to sell Portland without

KPTV *channel* 12 NBC

Shaggy apes aside, the one *sure* way to sell the big-buying Oregon and Southwestern Washington market is with KPTV—your lowest cost-per-thousand buy with top audience and coverage.

Oregon's FIRST Television Station • Represented Nationally by the Katz Agency, Inc. • *Schedule* KPTV **Portland, Oregon**

MONDAY MEMO

from **JOHN K. COLE,** *radio-tv director, Buchen Co.*

Music can fit into the tv picture

Can "good music" effectively be presented on television?

In spite of the commonly expressed doubts, my answer is a definite *yes*—if an agency follows some simple "how-to" rules.

Start with two basic premises: (1) if the music is to be really good, you must present the finest artists available; (2) with fine performers, you must play it straight. This philosophy has proved itself from our agency's early trial-and-error days of telecasting symphony concerts.

It is necessary first to accept the fact that a program of fine music is not necessarily important for its visual values. The sound is the thing, and nothing should be done that interrupts or interferes with the line or flow of the sound. As a result, you must think of the video as supporting the music. This is what I mean by "play it straight."

Here are some of the things producers and directors should try to accomplish when blocking out a program: Individual shots to show the action—the soloist, a section of the orchestra, the conductor or the whole orchestra. The shots can be framed to match the intensity of the music. A soft, sweet passage calls for close-ups, for slow movements and slow dissolves. As the music builds in intensity and volume the shots can be framed wider and transitions made less gentle.

These shots are beautifully effective. Besides supporting the mood or "feel" of the music itself, they let the viewer become almost a part of the performance. They provide a thrilling intimacy—a musician's-eye view of a great conductor, such as Fritz Reiner or Eugene Ormandy—the genuinely beautiful movement and expression a great musician brings to his art.

Here are some of the things to avoid on all music programs. Audience reaction shots except for applause. During a number who cares about reaction from the studio audience? A shot of a listener, no matter how interesting his face may be, has nothing to do with what we hear. Music is a personal thing—let the home viewer have his own feelings about it. Avoid the use of film clips, paintings, statues, photos or any other *objets d'art* supposedly illustrating the music being heard. Music is a pure art—it needs no interpretation in a medium other than music itself.

For the past 6½ years our client, Chicago Title & Trust Co., has successfully demonstrated that good music on tv is good business, too. The program: a series of weekly, one-hour telecasts of the Chicago Symphony Orchestra. And this year we've added a new approach—once-a-month "specials" that present other kinds of music as well as symphony concerts. Other programs in the *Hour of Music* series feature jazz, folk music, opera and musical comedy, but the Chicago Symphony is still the heart of the series and three of the seven specials are symphony concerts.

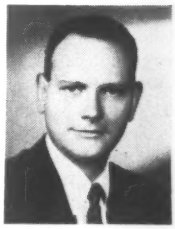
While the "how-to" philosophy was developed over the years for the telecasting of symphony concerts, it was applied just as successfully to the other program types in our current *Hour of Music* series. Our producer, Ross-McElroy Inc., and director, WGN-TV's Dick Doerschuk, have built excellent programs by playing it straight with Duke Ellington and his orchestra in an hour of jazz, with Arthur Fiedler and soloists Gloria Lind and Bob Sands in music from light opera and musical comedy and with Mahalia Jackson, Richard Dyer-Bennett and The Weavers in a unique and exciting program of folk music.

On Feb. 18, the *Hour of Music* will present the Chicago Symphony, guest conductor Eugene Ormandy, and soloist Tossy Spivakovsky. On March 24, the program will be devoted to grand opera with a magnificent roster of Metropolitan Opera artists. The season's final program will present the Chicago Symphony under the baton of its world renowned music director, Dr. Fritz Reiner. Soloists for the evening will be duo-pianists, Vronsky and Babin.

Is it unusual for such a brilliant roster of artists to be signed for a local program? Undoubtedly. Can the comparatively heavy investment be justified? We think so, as does our client. Judged by today's ratings and cost-per-thousand standards, the program would be disappointing. Judged by other, and more pertinent standards, however, the series is an outstanding success. There's the matter of identification. Chicago Title & Trust Co.'s long association with great music and musicians has established a feeling of quality and goodness in the public mind, even among non-viewers. Through a program of this sort, the sponsoring company demonstrates its interest in the community and creates an image for itself as a responsible civic institution.

What does Chicago Title & Trust Co. sell? Specifically, title insurance policies and trust services. But, as Warren Thompson, assistant vice president, public relations division, puts it, "The real thing we have to sell is service and security. The *Hour of Music* appropriately suggests that Chicago Title & Trust Co. is indeed a stable, financially responsible service organization."

An enlightened approach to television advertising and public relations? Most assuredly.



John K. Cole, b. Dec. 11, 1925, Wheaton, Ill. Graduate, U. of Illinois with BS in radio journalism. Started media career with WVLN Olney, Ill., September 1949; following June joined ABC Central Division as radio writer and later in 1950, Schwimmer & Scott agency, handling radio-tv copy, production and contact work. Joined Buchen Co. in 1952 as assistant radio-tv director, was promoted to radio-tv chief in March 1954. Responsible for Chicago Title & Trust Co.'s Chicago Symphony Orchestra telecasts through years locally (and on old DuMont Tv Network) and now monthly Hour of Music *series. Also active on Masonite Corp., Wood Conversion Co. and other network and local broadcast accounts.*

The Tax Bite Bites Back

THE mayor of Baltimore has had to admit that the advertising tax which he forced into law has turned out to be as bad a tax as the business leaders of Baltimore had predicted it would be.

Since Jan. 1, when the tax went into effect, it has become more and more apparent that the tax was a business depressant. The tax revenue being lost in the general business slowdown exceeded the returns which the city stood to gain from the 6% levy on advertising.

In his public announcement that Baltimore will abandon the advertising tax at the end of this year, Mayor D'Alesandro said it was the general business recession that prompted his about-face. But his support of bills to outlaw advertising taxation, introduced just two days later in the Maryland State Legislature, indicated his admission that ad taxes make no sense whether general business is healthy or ailing. In essence, the mayor now wants a solid door closed against the reappearance of such taxes.

And chances are good that he will get his wish. The state bills, prepared by the Maryland Advertising Council which agency-man Joseph Katz heads, have important support in both houses of the legislature, and the governor has promised to sign them if they are passed.

The Baltimore tax fight is not yet completely won. A suit to test the legality of municipal taxes on advertising is still on the Baltimore circuit court docket to be heard next month. That suit, it is to be hoped, will establish the illegality of taxes which have already been proved to be fiscally unsound. If it fails, Baltimore media and advertisers will be stuck for the tax the rest of this year.

But no matter what the outcome of the court proceedings, the acknowledgement by the city's mayor that the taxes make no sense should serve as a deterent to other state and local governments which have been eyeing advertising as a new source of revenue. Legal or illegal, the Baltimore tax has hurt business. Hurting business won't help any city or state government.

Some Order Out of Chaos

THE House Legislative Oversight Subcommittee last Thursday was finally brought under control.

Its former chief counsel was subjected to the discipline of a firm chairman. In his new role of witness, instead of prosecutor, Bernard Schwartz made a minimum of inflammatory speeches and testified directly to the information in his possession. The information is not pretty. It deserves to come out—but not in the way Dr. Schwartz had publicized it earlier.

Dismissal of Bernard Schwartz, the little New York professor with a Napoleonic ego, was according to script. Mr. Schwartz had been baiting the committee majority from the start. And the resignation of Rep. Morgan Moulder (D-Mo.) from the chairmanship was just as inevitable. Mr. Moulder was powerless to direct an orderly inquiry.

Messrs. Schwartz and Moulder have had two weeks of banner headlines from a gloating press, including newspapers owning broadcast stations. That is because the first allegiance of the publisher always has been to his printed page, irrespective of the profits that may accrue to him from radio and television.

The havoc Prof. Schwartz has wrought in these past two weeks has no counterpart in Congressional proceedings. He has sullied reputations without supporting evidence. He has been insubordinate, snide, smart-alecky and contemptuous of his own committee and staff. He has used every device in the book to grab headlines and broadcast time, even to the highly questionable degree of turning over House records to Sen. Wayne Morse, the erstwhile Republican who is now a Democrat from Oregon.

Eventually, Mr. Schwartz will pass from the Washington scene as inconspiciously as he entered it a few months ago. Without the sounding board of official Congressional status, he will become just another unheard voice, even though he may be commissioned by some muddled charity to carry on an independent "investigation."

Because of the strife provoked by the Schwartz performance, it is incumbent upon the Legislative Oversight Subcommittee, under its new chairman, Oren Harris (D-Ark.), to pursue the investigation with new vigor and with decorum, so appallingly lacking to date. There should be no criminal charges leaked or planted in newspapers or syndicated columns, which was the order under the Schwartz short-lived stewardship.

Drawn for BROADCASTING by Sid Hix
Idea suggested by Wallace Werble Jr.

Before the inquiry can move to its originally assigned task of determining whether independent agencies have functioned as Congress intended, the widely publicized charges of criminal misconduct must be aired. If there is culpability, swift prosecution should follow. Where there is none, public apologies are owed those who have been falsely accused.

Unless the House subcommittee follows such a course, the Senate will show no hesitancy in moving in.

Until something is done, the FCC cannot function properly. Important public business will stagnate, just as it has for the past few weeks. Every significant act of the FCC will be suspect until the atmosphere is cleared.

Not only the FCC, but the whole institution of broadcasting is under a stigma. All this because an ambitious academician, utterly defiant of the majority of his committee, naively tried to play cops and robbers by the textbook, devoid of knowledge of the facts of life in bureaucratic Washington.

Hands Off That Panic Button

RADIO has been through several economic crises, from recession to depression, and through the long competitive tv drought. Television, on the other hand, has been on the onward and upward curve until last year, when "softness" began to develop here and there.

The extent to which tv was affected in 1957—and the figures will prove surprising—will be told in next week's issue as part of *Perspective: '58*. Final tabulations are now in work.

The last few weeks have brought depressing news about business generally, despite the optimistic tone of recent administration pronouncements. Inventories are piling up and unemployment is beyond the most pessimistic predictions.

The temptation, particularly for the newer hands in broadcasting, will be to push the panic button and sell time on any basis. Indeed, gloomy reports of such developments already are seeping in.

Experience has proved that stations which adhere to rate cards manage to stay on top audiencewise and saleswise. It has happened almost invariably in radio and it will happen in tv as it enters a "recession" period. Rate cutting leads to rate wars. Everybody loses except the advertiser, and he loses confidence because of fear his competitor is getting it cheaper.

Experience also has proved that when consumer business is off, the media can benefit if they will maintain their integrity. It takes more advertising to move inventories. And, as we have often said, there are no stronger hard sell media than radio and television.

wfmy-tv
dominates
North Carolina's
INTERURBIA

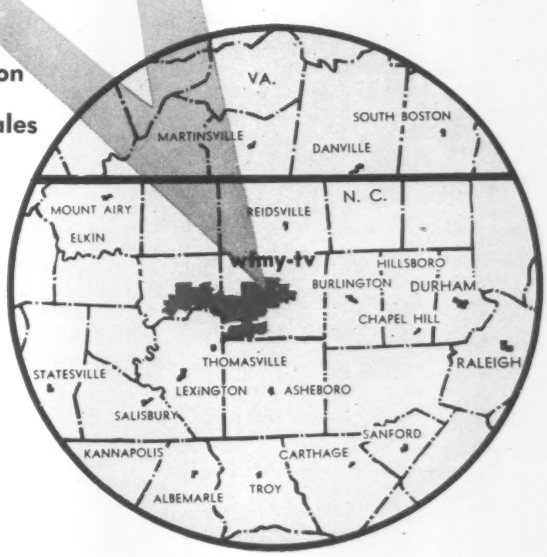
The Largest Metropolitan Market
In the Two Carolinas

GREENSBORO-HIGH POINT-WINSTON-SALEM
(3 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map and data ning of the State.

GREENSBORO
WINSTON-SALEM
HIGH POINT

Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. *See your* H R P *man today.*

- **54 Prosperous Counties**
- **2.2 Million Population**
- **$2.8 Billion Market**
- **$2.2 Billion Retail Sales**



BASIC CBS TELEVISION NETWORK SINCE 1949

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco—Atlanta—Boston